

**Corporation for Public Broadcasting
Appropriation Request and Justification
FY 2023/FY 2025**

*Submitted to the Labor, Health and Human Services, Education, and Related Agencies
Subcommittee of the House Appropriations Committee
and
the Labor, Health and Human Services, Education, and Related Agencies Subcommittee of the
Senate Appropriations Committee*

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This document with links to relevant public broadcasting sites is available on our Website at:

www.cpb.org

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**FINANCIAL SUMMARY OF THE CORPORATION FOR PUBLIC BROADCASTING'S
(CPB) BUDGET REQUESTS FOR FISCAL YEAR 2023/2025**

FY 2025 CPB Funding

The Corporation for Public Broadcasting requests a \$565 million advance appropriation for Fiscal Year (FY) 2025. This is a \$40 million increase compared to FY 2024 funding.

First proposed by President Ford as a five-year advance, the two-year advance appropriation, in place since 1976, has served as a firewall that protects public media’s independence from political influence and has helped public media achieve its status as the most trustworthy media outlet in America. It has also made possible the long-term planning required to ensure public media’s educational programming meets the highest academic and journalistic standards. This serious and comprehensive approach to educational programming has helped children from low-income families achieve on an educational level of their more affluent peers. The two-year advance also allows us to invest in the most recent research required to ensure public media’s content continues to have this positive impact.

CPB Annual Funding History, FY 2019 through FY 2025 (in millions)

	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024	FY2025
General Fund	\$445	\$445	\$445	\$465	\$475	\$525	\$565 Request
Interconnection	\$20	\$20	\$20	\$20	\$60 Request	TBD	TBD

FY 2023 Public Broadcasting Interconnection Funding

CPB requests \$60 million, a \$40 million increase, to continue modernizing the public television and public radio interconnection systems, referred to in our request as the “public broadcasting interconnection system,” and other technologies and services that create infrastructure and efficiencies within the public media system. Interconnection is the infrastructure backbone of our nation’s public broadcasting service. CPB requests Congress’s support in updating the public broadcasting interconnection system and further investing in systemwide infrastructure and services that benefit the American people.

Congressional support for interconnection originates in the 1967 Public Broadcasting Act. The Act authorizes the “establishment and development of one or more interconnection systems to be used for the distribution of public telecommunications services so that all public telecommunications entities may disseminate such services at times chosen by those entities” [47 USC 396 (g)(1)(B)]. Since 1988, Congress has supported a separate appropriation for public

media’s interconnection needs.¹ Beginning in FY 2018, Congress endorsed an annual appropriation, administered by CPB, to facilitate dynamic upgrading of the interconnection system. CPB can now more easily report back to Congress regarding the ongoing strategic application of the interconnection funds.

Audit and Inspector General Reports

The Corporation continues to receive clean financial statement audits from an independent certified public accountant. The most recent [audit report](#), dated February 16, 2022, states that “the combined financial statements referred to above present fairly, in all material respects, the financial position of Corporation for Public Broadcasting and Affiliate as of September 30, 2021 and 2020, and the changes in their net assets and their cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.”

In 1988, Congress established the Office of Inspector General (OIG), an independent office within CPB. The Inspector General (IG) is hired by and reports to the CPB Board of Directors. OIG's mission is to promote the efficiency, effectiveness, and integrity of CPB initiatives and public media operations by conducting independent and objective audits, investigations, and other reviews. Public Law No. 115-414 requires CPB to report on public recommendations from OIG that are more than one year old and for which no final action was taken. As of March, 21, 2022, CPB’s IG has confirmed that there are no “open” or “closed, unimplemented” recommendations that are more than one year old.

¹ Public Telecommunications Act of 1988 (P.L., 100-626)

NARRATIVE SUMMARY OF THE CORPORATION FOR PUBLIC BROADCASTING'S (CPB) BUDGET REQUESTS FOR FISCAL YEAR 2023/2025

The Corporation for Public Broadcasting is the steward of our nation's investment in a public media system that serves all Americans every day with free informational, educational, and enriching content. CPB supports a healthy and vibrant network of public media stations that play an essential role in education, journalism, public safety, and civic leadership in communities across America.

Through key initiatives such as Coming Home: Connecting to Community; American Graduate; Move to Include; local and regional journalism collaborations; Ready To Learn; and support for public safety communications, CPB encourages local public media stations throughout the United States to serve their diverse urban and rural communities and strengthen our civil society, locally and nationally.

The value of public media has been especially evident during the COVID-19 pandemic as stations acted quickly to serve their communities' needs. In spring 2020, when millions of Americans' lives were disrupted, public media's services provided (and continue to provide) a lifeline to community resources, health and safety information, and the education needs of our nation's children. Station website audiences grew 250 percent as Americans urgently looked for trusted information and reporting on how coronavirus was affecting their localities.

CPB's education mission encompasses all ages and grade levels from early childhood, elementary and secondary education, adult and continuing education, including workforce development, and lifelong learning. Public television, through the Ready To Learn program at the Department of Education, helps millions of young children develop the basic early learning skills to succeed in school. Hundreds of millions of children have benefited from this early learning program throughout public broadcasting's decades-long commitment.

PBS LearningMedia, a partnership of PBS and the GBH Educational Foundation (Boston), and funded in part by CPB, provides free elementary and secondary school education resources to approximately 2.2 million educators, students, and homeschoolers each month.² The service offers teachers and parents access to more than 31,000 individual learning materials, bundled for ease of teacher use into videos, images, interactive features, and media galleries to enrich classroom instruction and to aid remote learning. PBS LearningMedia content includes standards-based, curriculum-aligned, interactive digital learning content drawn from the best of public television programming (NOVA, Nature, American Experience, and more), as well as excellent source material from the Library of Congress, the National Archives, The National Gallery of Art, the Smithsonian Institution, NASA, the National Science Foundation, and other leading educational and cultural institutions.

CPB's [American Graduate](#) initiative is public media's long-term commitment to supporting community-based solutions to help young people succeed in school and in the workplace. Building on years of success, American Graduate has evolved from helping young people stay

² Source: Google Analytics, August 2020-May 2021.

on the path to a high school diploma to addressing the skills gap and the education and training needed for high-demand careers of today and in the future.

Public safety is another core aspect of our public service, and it goes well beyond local news coverage and participation in the Emergency Alert System by radio and television stations nationwide. Through PBS WARN, public television stations serve as the fail-safe alternate distribution path for the nationwide Wireless Emergency Alert (WEA) system. Separately, NPR and the Public Radio Satellite System’s MetaPub service enables about 12 percent of local public radio stations to issue text and image alerts and other information to “connected car” smart dashboards, mobile phones, HD radios, and online streams. Covering nearly 99 percent of the U.S. population, public television and radio stations ensure on-air delivery of lifesaving alerts and information during local and national emergencies.

Throughout the last two years of challenge and uncertainty, CPB support has made it possible for public media to cover and contribute to the national discussion about the pandemic and the economy, and economic, health and social inequities connected to race. Between 2011 and 2019, before the pandemic and its economic fallout, public radio stations had expanded local newsrooms and added more than 1,100 journalists. Today, public radio has more than 3,100 journalists working at local public radio stations across the country, bringing reliable local reporting to communities everywhere – including to those that had become “news deserts” due to the loss of local newspapers. Public media remains a calm, steady source of trusted daily news and information during these disruptive times.

Public media programming continues to earn the nation’s most prestigious awards—including six Peabody awards in 2021 (plus the first-ever Journalistic Integrity Peabody for PBS NewsHour’s Judy Woodruff) and 302 Regional Murrow awards in 2021. Public radio claimed 277 awards – 80 percent of the 343 awards in the U.S. radio categories. In addition, NPR’s “No Compromise” podcast—a collaboration between NPR, KCUR in Missouri, and WABE in Georgia—received the Pulitzer Prize for audio journalism. Public media is a forum for civil discourse, cultural enrichment and educational instruction reaching virtually every household in America.

CPB, as the steward of the federal appropriation, will continue to support public media’s essential role as a promoter of civility and mutual respect, providing lifelong learning and fact-based journalism, as we engage with and serve new, diverse audiences and apply our funds in ways that are of value to all Americans. Congress’ support of increased funding will allow public broadcasting to remain true to this longstanding commitment.

Section I

CPB Requests a \$565 Million Advance Appropriation for FY 2025

The Corporation for Public Broadcasting (CPB) requests a \$565 million advance appropriation for Fiscal Year 2025. The two-year advance is the most critical part of the congressionally constructed firewall that protects public media’s independence from external interference and control.

CPB's FY 2025 request provides the support for CPB to carry out its statutory mandate to provide a resilient and trusted service to all Americans. Federal funding remains an irreplaceable part of the fabric of the national-local, public-private partnership that is the foundation of public media’s success. Numerous studies, including an investigation and report by the Government Accountability Office, have shown that there is simply no alternative to the federal investment to accomplish the public service mission that Congress assigned to public broadcasters and that the American people overwhelmingly support. For the 19th consecutive year, PBS continues to be one of the most trusted institutions and is considered the best value for the American tax dollar.³ NPR ranks #1 as trustworthy among news providers in 2021, and NPR Member stations reach more people weekly than the total combined daily circulation of the top newspapers in the United States, including *USA Today*, *The Wall Street Journal*, and *The New York Times*.⁴

Overview of the Corporation for Public Broadcasting

CPB is the only entity in public media that has the single viewpoint to assess the overall economic health, changing media environment, infrastructure and technology needs, and challenges and opportunities for both public television and radio. CPB works closely with PBS and NPR to support a healthy public media system, but only CPB is in the position to assess whether stations and content producers are effectively and efficiently serving the American people. In this role, CPB seeks to support stations and producers in delivering content on new platforms to engage new and younger audiences, train and increase diversity, diversify the public media workforce, and grow the use of nationally shared infrastructure so that stations can focus on creating content and serving their communities.

As the steward of the federal appropriation, CPB supports 1,190 public radio stations and 356 public television stations, serving nearly 99 percent of the American population living in rural, small town, and urban communities in all 50 states, the District of Columbia, and four commonwealths and territories. Public media is a trusted source of information, education, and culture for millions of Americans, including, in disproportionately large numbers, underserved populations such as rural Americans, minorities, older Americans, lower-income families and individuals with disabilities.

CPB’s funding flows through a statutory formula, which apportions approximately 71 percent of funding directly to stations. CPB’s administrative expenses are capped at 5 percent. Thus, 95

3 Marketing & Research Resources Inc. (M&RR) February 2022. <https://www.pbs.org/about/about-pbs/blogs/news/pbs-and-member-stations-voted-most-trusted-institution-for-19-consecutive-years/>

4 E-Score Brand, E-Poll Market Research (April 2021).

percent of the appropriation managed by CPB provides essential services and programming to local communities; addresses current issues in an objective, fair, and balanced manner; bolsters the American Graduate initiative to help young people succeed in school and in their careers; goes to stations to enhance their local emergency alert services; and funds diverse informational, educational, and cultural content and services.

The federal investment through CPB is the foundation on which the entire public media system is built. Undermining this foundation would put the entire public media structure, and the services it provides, in jeopardy. Local stations leverage CPB funding to secure vital support from other sources. More than six nonfederal dollars are raised for each dollar appropriated to public broadcasting. Although private donations and existing sources help defray considerable costs for the much-honored programming and services, the federal investment is essential to sustain the operations and public service mission of local public broadcasting stations.

Further, smaller stations that serve rural communities do not have the donor base to raise as much money as their more urban counterparts. In rural areas, public broadcasting stations may be the only local source of news, weather, emergency alerts and other critical community services. The federal investment in public media keeps these services commercial-free and available to all Americans free of charge.

More than a decade ago, CPB created a strategic framework called the “Three Ds”—Diversity, Digital, and Dialogue, to reflect our commitment to inclusion, innovation, and community engagement. Since then, we have applied our resources to ensure public media content is delivered over multiple media platforms and embraces inclusion and diversity in terms of age, ethnicity, race, gender, socio-economic background, geography, points of view, and differing abilities/disabilities—at all levels of public media. Diversity, Digital, and Dialogue continue to shape public media’s future through the content, filmmakers, programming, and initiatives we fund.

An Educational Treasure

Education is the heart of public media, and our contribution to education—from early childhood through adult learning—is well-documented. With a mandate to provide content and resources that educate and inform, public television and radio stations have a proven 50-year track record of improving educational outcomes for all children, especially those from high-need communities. Our content is regarded consistently as “most trusted” by parents, caregivers, and teachers, and as classrooms become more connected, our content becomes an even more valuable teaching tool.

Built on the success of programs such as *Sesame Street*, *Reading Rainbow*, and *Mister Rogers’ Neighborhood*, PBS is the number one source of media content for preschool teachers and a leading resource parents turn to for preschool video online, with content demonstrated to improve critical literacy and math skills in young children.

CPB’s appropriation makes this researched-based, educational content possible, both on-air and through free digital platforms, to every child in the nation. Over the past several years, CPB has supported award-winning shows that support children’s readiness for school in a variety of

subjects, such as *Daniel Tiger’s Neighborhood*, which focuses on the social-emotional development of young children (ages 2 to 5); *Donkey Hodie*, which premiered in spring 2021 and supports children’s problem-solving skills and perseverance; *Elinor Wonders Why*, which encourages pre-school children to follow their curiosity about science and learn about the natural world around them; and *Molly of Denali*, which teaches kids ages 4 to 8 about informational text through video content and interactive games. Informational text (oral, written, or visual text designed to inform) is essential to navigating daily life, and independent randomized controlled trials have demonstrated that access to *Molly of Denali* resources improved children’s ability to use informational text to solve real-world problems.⁵

The content on PBS KIDS reflects the diversity of the United States. *Molly of Denali*, produced by GBH (Boston), is the first nationally distributed children’s series to feature an Alaska Native lead character. CPB funding for *Molly of Denali* supported the inclusion of Alaska Native talent in every part of the production, including a scriptwriters’ fellowship for Alaska Native writers and a series of voiceover workshops to cast Alaska Native youth in the series. In addition, with CPB’s support, GBH convened a group of five rural-serving public media stations to create and pilot the *Molly of Denali* Family Game kit, an educational engagement initiative designed specifically to meet the needs of rural families in communities throughout the country. Following this pilot, GBH worked with 53 stations to distribute 5,000 Family Game kits across the country in spring 2021. Research showed that after playing the games, participating families demonstrated increased knowledge of informational text and of Alaska Native culture and language.

Recognizing the importance of a strong foundation in critical thinking skills, CPB supported a new series for 4- to 6-year-old children called *Alma’s Way* (produced by Fred Rogers Productions), which premiered in fall 2021. *Alma’s Way* was created by Sonia Manzano (Sesame Street’s Maria) and centers around a Puerto Rican family living in the Bronx. Produced with a team of Latino writers, animators, producers, casting directors, voiceover actors and musicians, *Alma’s Way* showcases a relatable American family and models responsible decision-making as young Alma learns to think and understand other people’s points of view. When *Alma’s Way* premiered on PBS KIDS, it was broadcast alongside a new digital short-form series called *Jelly, Ben, and Pogo* (produced by Primal Screen), also supported by CPB through our longstanding support to PBS KIDS for innovations in children’s media production. This short-form series targets children’s STEAM skills--Science, Technology, Engineering, Arts, and Math—and features Filipino-American culture based on the experiences of the series creator.

CPB also provided support for *Rosie’s Rules* (produced by 9 Story Media Group), a new series for preschoolers that will premiere in fall 2022. *Rosie’s Rules* takes place in a diverse Texas suburb, and focuses on social studies, including the basic civic, democratic, and economic principles that will help young children understand the communities and society in which they live.

⁵ Kennedy, J. L., Christensen, C., Maxon, T., Gerard, S., Kook, J., Garcia, E., Hupert, N., Vahey, P., Pasnik, S. (2021). The efficacy of digital media resources in improving children’s ability to use informational text: An evaluation of *Molly of Denali* from PBS KIDS. Education Development Center, Inc., & SRI International.

The PBS KIDS 24/7 channel and live stream provides kids throughout the country with the highest level of educational programming, available through local stations any time, day or night. PBS and public television stations complement on-air broadcast services by making educational and other noncommercial content and services available on [PBS.org](https://www.pbs.org) and [PBSKIDS.org](https://www.pbskids.org), as well as station websites, streaming video services, social media, blogs, and interactive educational games.

Mega Wow, a new short-form series funded through CPB’s PBS KIDS Digital Innovations project, launched on YouTube and YouTube Kids. *Mega Wow* focuses on science experiments that young children and parents can do together. Hosted by Portland, Oregon-based educator and comedian Katie Nguyen, the series was produced in collaboration between PBS KIDS and PBS Digital Studios. First season episodes released in spring and summer 2021 have been viewed more than 1.7 million times.

Traffic across PBS KIDS digital platforms includes 8.2 million average monthly visitors to [pbskids.org](https://www.pbskids.org), 2.8 million average monthly users of PBS KIDS-owned OTT apps, 2.8 million average monthly users of the PBS KIDS Video App, and 2.4 million users of the PBS KIDS Games app.⁶ The collection of more than 42 mobile apps has been downloaded 99.5 million times.⁷ An evaluation of PBS KIDS’ digital content found that the games and at-home activities had a positive impact on children’s math skills, as well as increased parent engagement in their children’s learning.⁸

Ready To Learn

Since Ready To Learn’s (RTL) inception, public media has produced and disseminated an extensive collection of evidence-based content to advance the school readiness skills of children, particularly those in low-income communities. Each year, CPB and PBS collaborate with hundreds of local stations and their partners to implement literacy, math and science resources with children, families, and educators. Using nationally created content for broadcast, digital, and mobile platforms, local stations work with community partners to extend learning and target resources where they are needed most. The demand for community-based Ready To Learn funding exceeds the program’s current financial resources.

The 2015-2020 grant cycle resulted in production of innovative science and literacy content including *Elinor Wonders Why*, *Molly of Denali*, *The Ruff Ruffman Show*, and new seasons of *The Cat in the Hat Knows a Lot About That!* and *Ready Jet Go*. A total of 30 Community Collaboratives for Early Learning and Media, led by local public media stations and partners, excelled at deep community engagement that successfully connected RTL resources with

⁶ Source: Google Analytics [pbskids.org](https://www.pbskids.org), PBS KIDS Video iOS and Android, PBS KIDS OTT, PBS KIDS Games App, Oct ‘20 - Sep ‘21.

⁷ App downloads (AppFigures March 2011 – September 2021)

⁸ McCarthy, B., Li, L., Schneider, S., Sexton, U., & Tiu, M. (2013). PBS KIDS Mathematics Transmedia Suites in Preschool Homes and Communities. A Report to the CPB-PBS Ready to Learn Initiative. Redwood City, CA: WestEd.

children and families, especially those from low-income backgrounds, as well as their educators and caregivers.

Local public television stations play a unique and essential role in leading RTL's engagement effort, and this has been especially evident during the pandemic. By working with partners such as early learning providers, childcare facilities, housing authorities, public libraries, faith-based organizations and others, local stations and their collaborators provide anytime, anywhere learning opportunities. Local stations have the community connections to identify local partners that help bring Ready To Learn content to the children and families who need it the most. Ready To Learn local station engagement activities have included:

- virtual and hybrid engagement experiences for children, families, and educators who need remote learning opportunities, in general, or because of disruptions to learning caused by the pandemic;
- educational after-school programs and summer camps for kids who do not have other out-of-school time opportunities;
- mobile learning labs that bring digital learning devices to under-resourced neighborhoods; and
- local training for teachers and caregivers so they can make the most of the Ready To Learn media resources.

No other media organization has this national reach, combined with proven effective engagement and trusted local service to low-income communities.

CPB, PBS, and the U.S. Department of Education's RTL program also invest in extensive research that demonstrates the effectiveness of its content in both formal and informal educational settings. For the 2015-2020 round of RTL, independent, third-party researchers conducted a variety of studies to assess the impact of RTL resources on children's learning. Please see Appendix G for more information on Ready To Learn research studies.

Local Education Services

Partnering with local schools and education agencies, public broadcasters are providing an array of resources to thousands of schools and homeschoolers across the country, helping educators meet the specific needs and educational goals of each student. Federal funding through CPB grants empowers stations to create solutions and reach students with engaging educational content and experiences.

With the requested increase in CPB's FY 2023/2025 funding, stations could expand educational resources as well as their services to rural communities. Current examples of stations' educational services include:

- Georgia Public Broadcasting's Georgia Studies Digital Textbook teaches state history, culture, and geography in the context of American history and government. The book is updated regularly to make sure the content is relevant and aligned to the most recent Georgia Performance Standards. To complement the digital book, GPB offers Georgia Studies videos

and primary source materials, 30 virtual field trips and created “Race Through Time” – an online history adventure game aligned to Georgia Standards of Excellence for 8th-grade social studies.

- PBS Wisconsin’s K-12 multimedia educational content connects to Wisconsin’s academic standards spans all curricular areas and is vetted by the state’s educators. “Meet the Lab” helps students relate to people in science careers and learn about the real-world problems that research works to solve. “Wisconsin Biographies” connects children in grades 3-8 with figures from Wisconsin’s past. Additionally, “Jo Wilder and the Capitol Case” is an adventure game for children in grades 3 through 6 that engages students in critical thinking and historical inquiry to learn about Wisconsin state history. Wisconsin PBS also partners with the Wisconsin Department of Public Instruction and Wisconsin Indian Education Association to produce a collection of resources and authentic educational materials for teaching about the American Indian Nations of Wisconsin. These resources assist educators in fulfilling the statutory requirement that all school districts provide instruction in the history, culture, and tribal sovereignty of the American Indian nations in the state.
- PBS North Carolina’s SciNC produces and distributes engaging and educational STEM content – on air, online, and in person. The project aims to inspire and educate the next generation of scientists with originally produced, interactive, free digital lesson plans aligned to elementary and middle school science standards.
- Iowa PBS offers STEM teacher externships to Iowa teachers who work with educational media producers to curate and create media-based science phenomena for use in Iowa classrooms. The station’s education staff actively promote the use of educational media resources to support STEM learning at more than a dozen events reaching thousands of participants. The station also offers Young Explorers, a growing collection of videos, activities, and experiments designed for children ages 4-9 that encourage children to explore and learn more about topics connected to STEM, the arts and literacy.
- WTIU in Bloomington, IN, hosts a summer tech camp, WonderCamp, for children. It introduces students to mentors and challenges them to complete exercises in storyboarding, script writing and editing. WonderCamp sessions are categorized by grade to provide age-appropriate lessons and activities to students in kindergarten to eighth grade.
- KQED’s Above the Noise, the only PBS KIDS Digital Studios series produced specifically for a middle- and high-school audience, helps students learn about both sides of debatable, trending topics. Each episode models how to ask thoughtful questions, consider solutions, and put forward an idea backed with evidence. Through KQED’s classroom platform, KQED Learn, Above the Noise is used in California classrooms as the basis for assignments that have students investigate topics, consider evidence, and present their findings by producing their own media. CPB funding provided a template of KQED’s youth engagement model so that public media stations across the country could engage youth in their communities.
- Georgia Public Broadcasting’s Lights, Camera, Budget! is an online game designed to help middle and high school students learn, study, and review financial literacy topics while also

practicing their budgeting skills. Additionally, GPB recently released “GASHA GO! World,” a suite of games and activities that teach number sense, numeracy, and literacy to children in kindergarten to third grade.

- Nine PBS in St. Louis, working with the Regional Youth Employment Coalition, created a Financial Literacy Guide complete with educational resources to help young adults gain the skills and knowledge to make informed and effective financial decisions.
- In 2021, six Arkansas “Teacher of the Year” winners recorded nearly 90 instructional broadcast and streaming segments for students. Written and produced by Arkansas PBS staff in conjunction with the Arkansas Department of Education, Arkansas PBS filmed 30 field trips across the state, and incorporated a puppet show, new animations, and 14 original songs. In addition, 36,000 free learning packets were distributed through 55 organizations serving kids in Arkansas.
- Montana PBS covers 95 percent of the state’s population and airs educational children’s content 24/7. The station provides educational technology access through workshops and community events with the Montana PBS Education Mobile Lab. Equipped with iPads and Chromebooks, the Mobile Lab offers access to educators, families, and community members to explore PBS Kids and PBS LearningMedia. The station also provides professional development for rural teachers to help integrate education technology into the classroom.
- In Bowling Green, KY, WKU Public Broadcasting, in partnership with the Western Kentucky University Suzanne Vitale Clinical Education Complex, established the David Brinkley Student Employment Fellowship Program for WKU students with autism spectrum disorder (ASD). CPB funding also provides WKU Public Broadcasting with an opportunity to learn from the students’ neuro-diverse perspectives on how to generate content for and by individuals with ASD.
- In Philadelphia, WHYY’s Pathways to Careers offers specialized training programs for students to help them advance their media skills and learn how to market themselves as freelancers. The summer program, building on a WHYY Media Labs pilot project, allows youth to put their media skills directly into action as they pitch work, get feedback on drafts and rough cuts, and ultimately see pieces published through the media organizations with which WHYY works. WHYY provided the students with equipment including cameras, microphones, and tripods, which the students can keep, helping them launch their own freelance businesses. Through December 2021, WHYY’s Media Labs program has operated in 49 schools, serving over 15,600 students, trained 548 teachers, and offered students 115 paid employment experiences.

At-Home Learning During the COVID-19 Pandemic

Providing proven, educational content to underserved communities is central to public media’s mission. In response to the pandemic’s impact on our education system, public media stations in all 50 states are leveraging investments in public media content, services, and technology to offer

educational resources for students, families, and teachers. This is especially valuable for students who do not have reliable access to technology or broadband Internet.

When schools closed, public television stations helped teachers and families turn homes into classrooms and narrow the gap between those who are connected online and those who are not. Stations, often partnering with local and state education agencies, adjusted their programming schedules to offer curriculum-aligned, grade-specific blocks of educational public media content. These efforts have built on public media's investments in research-driven content in new and innovative ways to increase equity and support the learning goals of teachers and districts across the country.

In the summers of 2020 and 2021, CAMP TV, produced by The WNET Group (New York), premiered a 20 episode, one-hour daily, public television series for elementary school children (grades K-5) that brought the day camp experience to homes nationwide. The series helped children keep current with their education already impacted by COVID and through the summer months and included sub-grants to ten public television stations each summer to create locally customizable versions of the series.

In January 2021, after many months of coordination and planning with the Michigan Department of Education and local education associations, Michigan public television stations launched the [Michigan Learning Channel](#), a statewide public television partnership offering instructional content to support the education of students and to provide alternative resources for families and teachers. The weekly calendar of on-demand, educational content and resources can be used in a fully remote learning environment or a hybrid learning model. All the content is free to school districts and parents. Over the past year, Michigan Learning Channel has become a vital distance-learning resource, with an average of 500,000 viewers each month.

Since 2012, CPB has provided funding for the development of PBS LearningMedia. PBS LearningMedia is an example of multimedia content that is leveraged for Pre-K and K-12 formal education purposes by building video resources for teachers to supplement their own instruction. CPB's funding support for PBS LearningMedia has bolstered the development of content and interactive lessons. The service brings together the best of public media, delivering tens of thousands of research-based, classroom-ready learning resources—videos, interactive materials, lesson plans and images—to supplement and enrich classroom instruction for nearly 40 million students.

PBS LearningMedia proved to be especially valuable during the COVID-19 pandemic. As schools closed, the use of PBS LearningMedia hit record-breaking numbers in March, April and May of 2020, with more than 8 million users during those months. This was double the number of users in the prior three months and double the average monthly users compared with the previous 12 months. As the 2020-2021 school year began with many schools continuing virtual learning or adopting hybrid classrooms, PBS LearningMedia served an average of 2.2 million users per month, continuing to double the average monthly users compared with pre-pandemic levels.

During the pandemic, math teachers expressed a need for video-based digital math lessons that are easy to use virtually and in the classroom. Responding to that need, and with CPB funding, PBS LearningMedia is increasing its offerings of interactive math resources, teacher-presented video lessons, and assignable student activities.

Today, more than 95 percent of all local public television stations, in every state and territory, provide a highly localized PBS LearningMedia experience in their communities, including local content, underscoring their significant role as community builders and local leaders in education. Stations are also aligning the PBS LearningMedia content to their state’s curriculum standards. This locally driven approach to creating standards-aligned, digital content for classroom use has served as a best practice for states and educators wanting to tailor content to the unique learning needs of their students.

In addition, local stations use PBS LearningMedia to provide professional development for educators statewide. By providing educators with the tools and training they need to integrate educational media into classroom instruction effectively, public television stations have a direct impact on teacher and student success.

By/With/For Youth: Inspiring Next Generation Public Media Audiences

In 2020, CPB engaged the Joan Ganz Cooney Center at Sesame Workshop to help public media identify ways to connect with youth between the ages of 8 and 18. This project, called By/With/For Youth: Inspiring Next Generation Public Media Audiences, was designed to do two things: provide an understanding of how youth are using media today, and to identify ways in which public media can be a preferred platform for young content creators. The project’s work included interviews with youth and stations, including programming leaders; a series of “design sprints” with public media stations and producers; and the development of a white paper to chart a path forward.

In May 2021, the Joan Ganz Cooney Center released the white paper, [The Missing Middle: Reimagining a Future for Tweens, Teens, and Public Media](#). The paper reflects the input of media producers, stations, researchers, and young people themselves to help provide public media with a detailed understanding of not only how youth use media today, but how to engage and build an audience of tweens and teens. CPB is building upon this work by providing funding to stations and producers to develop content and education projects “by, with and for” youth. However, the demand for funding to develop educational content for teens and tweens exceeds existing financial resources. In a recent grant application, 40 stations applied for content creation funds, but there is financial capacity to award only 10 station grants.

CPB’s American Graduate Initiative

Building on its reputation as a trusted media provider and community convener, public media through the CPB-funded American Graduate initiative is focused on helping young people succeed in school, career, and life. The American Graduate initiative was designed to connect the mission and capacities of public media—its local stations and national organizations—to increase awareness, understanding and access to solutions.

Beginning in 2011, CPB and American Graduate partnered with Civic Enterprises and the Everyone Graduates Center at Johns Hopkins University on America’s Promise Alliance’s *Building a Grad Nation* to increase the high school graduation rate, especially among underserved students and students of color who have been disproportionately affected.

In January 2019, Civic Enterprises analyzed the National Center for Education Statistics’ district-level graduation rates where CPB’s American Graduate initiative is active. The results were impressive. More than 88 percent of the communities in which public media stations have worked on the high school dropout crisis had an increase in their four-year graduation rate. Specifically, American Graduate communities had an average 9.7 percent increase in their graduation rate, compared with the national average of 5.5 percent.

While the high school graduation rate is now at an unprecedented 85.3 percent, the COVID-19 pandemic has introduced new uncertainty about continued progress. As students complete their schooling and enter an uncertain workforce, they will need support as they navigate educational opportunities and build in-demand skills to start their careers. The federal appropriation will ensure that public media stations can continue to partner with businesses, schools, faith-based and other non-profit organizations to improve outcomes for middle and high school students.

American Graduate Helps Close the Skills Gap

In recent years, CPB’s American Graduate initiative responded to the nation’s need for a skilled workforce by starting to raise awareness about the skills gap, and the essential education and training needed for the high-demand careers now and in the future. Public media stations are addressing the nation’s workforce skills gap by partnering with businesses, education, and workforce-related organizations; convening gatherings; creating content about the state of the workforce; highlighting career pathways; and telling stories of job opportunities and skills needed to meet local industry needs.

- Connecticut Public works with more than 50 businesses and local organizations to highlight workforce development issues within the state. In its “Path Forward” digital series, the station highlights stories of young talent and their career aspirations in the manufacturing, healthcare, and technology industries. The station also produced [CUTLINE: The State of Work](#), which explored the fundamental ways work has — and has not — changed as a result of the global pandemic.
- Kentucky Educational Television (KET) created Workplace Essential Skills – an online, on-demand, instructional system utilizing videos, interactive learning tools and quizzes to guide learners to develop skills for high-demand careers and provide them with a completion certificate. Soft skills instruction in reading, writing and math content is presented with real-life work examples and videos. KET has launched courses in Health Care, Manufacturing, Transportation/Logistics, Construction, Information Technology, Marketing, Sales & Service, Hospitality and Tourism. Recent evaluations of the Workplace Essential Skills program showed 97 percent of participants learned new skills from the content and 85 percent say the coursework helped them achieve goals.

- Nine PBS (St. Louis) conducted a panel discussion with local businesses, community college and school district leaders about the “State of the Workforce 2021 – Living St. Louis Special.” Nine PBS has also become the lead organization for the Regional Youth Employment Coalition, a group of local organizations, nonprofits and private sector partners aiming to close the racial unemployment gap in the St. Louis region. As part of the Coalition, Nine PBS hosted the 2021 Level Up Youth Conference, which virtually convened youth to learn about high-demand, skilled careers and declare their plans to train and enter those careers.
- Idaho Public Television produced “Journey to Education,” a digital series that raises awareness of different paths young adults can take to further their education and find success in their chosen career. Last year, Idaho Public Television produced 26 digital stories promoting high-demand career pathways for youth. Six of these stories produced also provided critical information to small businesses navigating the challenges of the COVID-19 pandemic. Partners include the State Board of Education, Idaho Department of Labor, Idaho Workforce Development Council, and Idaho Career and Technical Education.
- WXXI-TV in Rochester, New York, helps audiences explore career options by raising awareness of successful career pathway opportunities offered in the region. A sampling of local partners includes the New York State Education Department, Adult Literacy agencies, Finger Lakes STEM Hub, Finger Lakes Advanced Manufacturing Enterprise, Monroe Community College’s Economic and Workforce Development Center, Rochester Mini Makers Faire, the MAGIC Center at RIT and Workforce Development Boards. Last year, WXXI’s local journalism and podcasts explored local youth training programs, how to build a local pipeline for traditional trades, and the growing demand for careers in optics and healthcare.
- KUEN-TV (Utah Education Network) in Salt Lake City, aims to improve capacity for Utah learners to make well-informed decisions by reducing the stigma of technical education and working with local partners to address the skills gap. KUEN features online courses in partnership with Vegas PBS and WHRO in Norfolk, Virginia, to create career-focused interstitials and update its UtahFutures portal with job comparison capabilities. Local partners include the Governor’s Office of Economic Development, the State Department of Heritage and Arts, the Department of Workforce Services, the State Board of Education, and the GEAR UP program. KUEN has reached over 4,000,000 Utahns with messaging about career education resources and opportunities and engaged 8,000 participants via in person and digital events.
- Alaska Public Media (KAKM) brings awareness to the state of the workforce through a multiplatform promotion of Alaska’s unique culture and infrastructure by highlighting change-makers and solutions, and hosting community events focused on problem solving, innovation and skills gap training. Local partners include the Anchorage Economic Development Corporation, the University of Alaska Workforce Programs, Cook Inlet Tribal Council and Best Beginnings.

- Alabama Public Television (APT) produces local content and partners with business, education, and workforce-related organizations to highlight the state of the workforce and career pathways. Last year, APT partnered with the Alabama Association of School Boards on the “Road to Success” video content. Students participating in the contest create short videos about the experiences that inspire students to graduate fully prepared for any “road to success” they choose. Further, the station connects job seekers with public media resources through a needs assessment, provides information on job opportunities and skills required to meet local industry needs, and collects data for local and national impact measurement.
- For more than a decade, Vegas PBS has run a worker certification and job training center providing learners with access to hundreds of online instructor-led certification courses. These courses range from Cisco IT certifications to veterinary assistant to medical records technician to home energy audit inspector to paralegal assistant to pharmacy technician to supply chain warehouse manager to food service manager to alcoholic beverage server. During the pandemic, Vegas PBS developed virtual field trips to connect students and young adults with possible career opportunities. Local partners include the City of Las Vegas, CCSD Career and Technical Education, Las Vegas Chamber of Commerce, the Governor’s Office of Economic Development, and the United Way.
- WHRO in Hampton Roads, Virginia, produced a social media series titled “Work Like a Girl” to create awareness of the great opportunities for young women in skilled careers. Recently, “Work like a Girl” Facebook Live sessions include interviews with young women describing how they entered their careers. WHRO also created a series of 24 online learning modules, Workplace Ready, which employers and schools can offer to help prepare those seeking to enter the workforce.
- GBH (Boston), with CPB funding support, produced a 10-part digital series, “Career Hacks” to support the emerging young workforce whose first experience in the workplace might be virtual. Younger job seekers and workers may have savvy technical skills but are not necessarily adept at presenting themselves and interacting in the workplace professionally. “Career Hacks” provides young people with accessible video resources to guide them through the unanticipated challenges of job searching, interviewing, and work
- New Hampshire PBS partners with NH Department of Education, Bureau of Career Development and others on the “I Build NH” initiative, which profiles local, in-demand, trade careers and the pathways to attain those jobs.
- New Hampshire Public Radio’s daily news talk show, The Exchange, explored how New Hampshire’s workforce shortage affects the economic and social fabric of life in the state, with a special broadcast series In Depth: New Hampshire’s Workforce Challenges.
- WQED’s (Pittsburgh) “Future Jobs” initiative addresses the region’s changing workforce needs and highlights the training and education needed for local, in-demand jobs. The initiative includes a 25-part digital series, four broadcast documentaries, and two virtual events.

- The Ohio stations' American Graduate collaborative (ideastream, CET, and Think TV) launched a series called "From Here to Career" featuring young people sharing their stories from school and training programs to quality employment. CET (Cincinnati) launched a series of shorts called "Finding Your Pathway" in aviation, electrical engineering, and advanced manufacturing in Cincinnati.
- The SCETV (South Carolina) series "Let's Go! CAREERS" introduces students to the work environment through career profiles and 360 videos, especially in industries that need skilled workers.
- KENW-TV partners with New Mexico Workforce Connection to broadcast "Employment Opportunities," a daily two-minute public service broadcast announcement of job openings in the broadcast area.

Lifelong Learning

Public media remains committed to lifelong learning, available to all citizens. Every day, stations provide people with opportunities to better their situation through high school equivalency/GED support materials, teacher professional development, partnerships with colleges and universities to recruit minorities and first-generation college students, reading services for the blind, and workforce training and certification.

- Arkansas PBS provided more than 50 hours of professional development training for 600 teachers statewide last year.
- In Jacksonville, FL, WJCT's Radio Reading Service serves individuals in Northeast Florida and Southeast Georgia who are visually impaired and print challenged. This closed-circuit radio station broadcasts commercial-free readings of local and national newspapers, magazines, books, and more 24 hours a day, seven days a week. Founded in 1993, it remains the only service of its kind on the First Coast.
- KQED in San Francisco created KQED Teach, an online professional development learning platform that supports educators' growing media literacy needs by helping them develop the media skills necessary to bring media production to their learning environments. The courses, offered to teachers across the country are free, self-paced, and instructor-led. They come with certifications that can be used for required teacher professional development hours. KQED and PBS also partnered to create the PBS Media Literacy Educator Certification program, which certifies PreK-12 teachers to support students' media literacy knowledge and skills.
- Kentucky public radio provides its content, staff, and technical support free of charge to the Central Kentucky Radio Eye, a non-profit reading service that serves more than 9,000 blind and physically disabled listeners statewide. Radio Eye airs a locally produced broadcast in which volunteers read local, state, and regional newspapers and magazines. The service also broadcasts health and exercise programs.
- Kansas University's "The Audio-Reader Network" is a reading and information service broadcast by public radio stations to blind, visually impaired, and print challenged

individuals in Kansas and western Missouri. Service volunteers read daily newspapers, magazines, and best-selling books on the air and online, 24 hours a day. Audio-Reader also offers automated newspaper readings by telephone. Services are provided free of charge to anyone unable to read printed material.

- Vegas PBS (Las Vegas) hosts and maintains the Described and Captioned Media Program, a statewide collection of media programs and services for deaf, hard-of-hearing, blind, or visually impaired students beyond the closed-captioned and audio-described programs broadcast on public media channels.
- Indiana public radio partners with local art museums and children's science museums, resulting in weekly on-air reports.
- East Tennessee PBS broadcasts weekly shows aimed at helping adults prepare for their GED exam and provides participants with a set of companion study books at no cost.
- PBS NewsHour Student Reporting Labs (SRL) connects youth with public media in meaningful and substantive ways. The program's video journalism curriculum, teacher professional development and mentorships produce unique video stories that explore how national issues affect local communities. SRL works with schools, stations, and students in 49 states to create content for national broadcast and online platforms. SRL operates local labs at 170 sites across the country, over 70 of which are at Title 1 schools. SRL reaches 3,260 students per year and has reached over 16,000 students since 2009. Student-produced content has appeared on 47 local public media station social, digital, and broadcast platforms, and on 90 national PBS NewsHour evening broadcasts.
- Sun Sounds of Arizona, a service of KBAQ and KJZZ, provides audio access to print information to people who cannot read or hold print material due to a disability. Sun Sounds broadcasts the reading of more than 200 local and national publications 24/7 from studios in Tempe, Flagstaff and Tucson. Hundreds of trained volunteers do all the reading.

Serving Communities Diverse in Race, Heritage, Gender, and Geography

In the words of the Public Broadcasting Act, one of public broadcasting's greatest priorities is to address "the needs of unserved and underserved audiences, particularly children and minorities." CPB's commitment and funding for diverse filmmakers and storytellers spans decades and has resulted in content that educates, informs, and inspires mutual understanding and respect. One way that CPB meets the needs of diverse communities is by providing funds to five entities that make up the National Multicultural Alliance (NMCA): Center for Asian American Media (CAAM), Latino Public Broadcasting (LPB), Black Public Media (BPM), Pacific Islanders in Communications (PIC) and Vision Maker Media (VMM), as well as other producers providing unique programming for radio listeners.

In February 2021, CPB provided each of the five public media organizations forming the NMCA a \$500,000 funding increase. CPB's support helps these organizations provide much-needed content about diverse communities, created by diverse filmmakers, to the public television system and viewers across the country. The increased support for the NMCA will build on that

foundation and ensure that public media’s content reflects the broadest range of cultural and social perspectives.

CPB support to local public media stations allows stations to elevate the diverse voices of their communities through inclusive content and engagement. CPB provided funding for the expansion of Move to Include, a successful initiative developed by WXXI and the Golisano Foundation in Rochester, NY, that promotes inclusion in all facets of life for people with intellectual and physical disabilities. Six public media stations —WFYI (Indianapolis, IN), OPB (Oregon), WGCU (Fort Myers, FL), WCNY (Syracuse, NY) and Iowa PBS (Iowa)—joined WXXI in this initiative focused on the needs of people with disabilities. The stations all produced and curated content to encourage community awareness and dialogue about disability issues, including 22 new educational resources to help educators and parents support the success of children with disabilities in the classroom, distributed through PBS LearningMedia. This work was informed by stations’ relationships with local disability communities and provided a platform for people with disabilities to tell their own stories.

In addition, CPB provides Community Service Grants to 140 minority public radio stations and provides further support to these stations through funding to Native Public Media and for other organizations that provide stations with additional capacity. These organizations assist stations with fundraising, programming, and other efforts to enhance public service to diverse communities. Funding for these services provides needed capacity to stations operating in unique and challenging environments. For example, in Native American communities, CPB provides community service grants to 36 local public radio stations that transmit tribal culture and languages, electoral information, health and economic news, and serve as emergency lifelines. Tribal lands are among the most remote and least connected areas in the nation. Without CPB’s grants to stations such as these, many Americans would lack access to information and basic educational services. Examples of local public media stations service to Native communities include:

- KABR-FM (Alamo, NM) partners with the Alamo Navajo Health Center to produce weekly health programs, especially topics on diabetes and prescription drugs, in English and Dine’ (Navajo) languages.
- KNBA-FM (Anchorage, AK) produces the *Native Artist* podcast, which profiles Indigenous artists from a wide range of artistic disciplines.
- KSUT-FM (Ignacio, CO) produces the series of audio vignettes, *Native Braids*, capturing intimate conversations between Native American youth and elders.
- KIYE-FM (Lapwai, ID) works with the Nez Perce Cultural Resource Program to develop radio programming that promotes learning and understanding of the Nez Perce language. The station also partners with the Nimiipuu Health Clinics to develop general health tip and diabetes PSAs that broadcast several times a day.
- KBRW-AM (Utqiagvik, AK) is the only broadcast service available in an area of over 90,000 square miles. The radio station airs programming and announcements, in English

and Inupiat, from the Borough School District, health department and local hospital and police departments.

- KEYA-FM (Belcourt, ND) offers live broadcasts of the Turtle Mountain Tribal Council meetings, updates from the Tribal Chairman, and Tribal office candidate forums. The station also partners with area schools to encourage literacy through a radio reading program and promotes school activities such as parent-teacher conferences.
- WOJB-FM (Hayward, WI) created an Ojibwe language PSA campaign on COVID-19 mitigation measures. The station also launched a mask-making campaign that donated over 1,000 protective face masks, which were donated to elder Natives in the community.
- KOYA-FM (Lake Andes, SD) participates in the local Yankton Sioux Tribe COVID-19 Task Force. The station partners with the Task Force to provide updated information about the pandemic and broadcasts PSAs, in English and Lakota, announcing testing and vaccination sites.
- KILI-FM (Porcupine, SD) partners with the Tribal Education Agency, all 13 schools on the reservation, OGLALA Lakota College, and local governments to provide news and Lakota language programming to the Oglala Sioux, Cheyenne River Sioux, and the Rosebud Sioux tribes.
- KCUW-FM (Pendleton, OR) partnered with three Umatilla Indian Reservation Incident Command Teams to broadcast information related to flooding, wildfires, and COVID-19.
- KMHA-FM (New Town, ND) partners with The Door Resource and Recovery Lodge to produce programming that serves those suffering from addiction and mental health issues.
- KCIE-FM (Dulce, NM) broadcasts a different Jicarilla Apache word at the top and bottom each hour to preserve the local Native language and culture.
- CPB-supported UnderCurrents is a daily music service that provides an eclectic mix of Native music with other genres to Native and Triple-A audiences. UnderCurrents is a primary offering of the CPB-supported Native Voice One (NV1) content distributor and accounts for 33% of its 24-hour program stream to Native stations. UnderCurrents is carried on 200 Native and non-Native public media stations from Alaska to Florida.

To foster an inclusive and diverse workforce and on-air talent, CPB has funded projects such as:

- GBH's Next Generation Leadership Program, the Firelight Documentary Lab for diverse and emerging media makers, and the Jacquie Jones Memorial Scholarship Fund to support media projects created by diverse filmmakers.
- WNYC held a "Werk It" podcast festival, which aimed to increase the number of female audio hosts in public radio.

- The Public Media Village at the National Association of Black Journalists and Unity Conferences which seeks to recruit journalists of color into public media.
- Association for Independents in Radio's (AIR) mentorships, fellowships, seminars, and New Voices scholarships, which connect early-career and professional content creators to professional development opportunities.
- Public media participation in industry conferences such as the National Association of Latino Independent Producers (NALIP) Media Summit and AFI Docs, which bring together diverse content creators and industry leaders to explore trends in media and filmmaking.

To attract diverse audiences to public media, CPB supports the development of innovative content and formats including:

- Urban Alternative public radio. With support from CPB, Chicago Public Radio implemented a new format in its Vocalo programming stream in 2007 to connect with young, multicultural audiences through an appealing mix of new and local music complemented by fresh on-air talent, community engagement, and community-based programming. More recently, CPB supported the launching of this format in Denver (KUVO/The Drop), Norfolk (Blazin' Hot 91), and Houston (KTSU's The Vibe). And in 2021, CPB awarded grants totaling \$1.3 million for three public radio stations to implement the Urban Alternative format to connect with young, multicultural audiences. The grants went to Jackson, MS (WJSU), Milwaukee (Radio Milwaukee), and Minneapolis (Minnesota Public Radio).
- Audio content for young and diverse audiences. Latinos make up nearly half of the Los Angeles region. With CPB support, Southern California Public Radio (SCPR) is developing new ways to reach younger, Latino audiences by increasing Latino on-air hosts, producers, and production staff. LAist Studios, SCPR's podcast development and production division, is empowering up-and-coming content creators to produce innovative, on-demand content and engage audiences seeking connection, information, and entertainment.
- A collaborative reporting project tracking the young Latino electorate ahead of the 2020 national election called Every 30 Seconds. The news collaborative reported on the issues, influences, concerns, and challenges driving decision-making and turnout among young Latino voters across the United States. Stations that contributed to Every 30 Seconds included: KERA in Dallas, KJZZ in Phoenix, KPBS in San Diego, KUOW in Seattle, WABE in Atlanta, WLRN in Miami, and WUNC in Chapel Hill. The content aired nationally on PRI's The World, a daily news program.

CPB's television programming funds also support the work of an independent television service as provided for in the Public Telecommunications Act of 1988. With this funding, the Independent Television Service (ITVS) provides independent producers with financial, production, and promotional support for their projects which, in turn, provides non-fiction broadcast and digital programming to the public media system. ITVS curates the primetime

broadcast series *Independent Lens*, public television's largest showcase of original documentary films, and expands the documentaries' impact through targeted engagement strategies. In 2022, CPB will work with ITVS to finalize funding in its next multi-year contract beginning in FY 2023.

Supporting Diverse Communities During the COVID-19 Pandemic

During this unprecedented time, public media is responding to community needs and delivering news, information and educational services that address the needs of those most affected by the pandemic, especially in communities with large populations of people of color.

- In 2022, Black Public Media (BPM) is presenting a series of Black Media Story Summits focused on generating media content provides fact-based information about vaccines. The summits will include discussions with local healthcare providers, policymakers, faith leaders, community organizers. Following the summit discussions, local Black media makers will be invited to submit short videos focused on the vaccines and vaccine equity and select projects will be eligible for up to \$60,000 in funding.
- BPM held two “COVID-19 & the Black Community” virtual town hall events. The first, in collaboration with FRONTLINE, covered public health in Black communities, centering on testing, Black essential workers, and communications. The second town hall focused on Black creative economies, highlighting talent development, and cultural institutions’ response.
- BPM compiled a list of emergency relief resources for filmmakers and storytellers of color.
- Latino Public Broadcasting (LPB) and PBS presented American Portrait: Somos Testigos (We are Witnesses), a virtual professional learning session in April 2020. Presented in Spanish by Puerto Rican educator Glenda Lozada, the online session focused on how educators can leverage technology to bear witness to events around the world and in their local communities.
- In connection with the CPB-funded, Peabody-award winning series Asian Americans, the Center for Asian American Media (CAAM) and Asian American community leaders hosted a digital town hall exploring how lessons from Asian American history can help people understand the experiences of Asian Americans during the COVID-19 pandemic.
- Pacific Islanders in Communications (PIC) created COVID-19 resource pages with funding initiatives, helpful tools, templates, and videos.
- Vision Maker Media (VMM) partnered with PBS LearningMedia to bring Native American storytelling and content into family homes, with curated lesson plans and discussion guides free for online use.

- With CPB support, Native Public Media (NPM) implemented a targeted public health campaign. The campaign focused on eliminating misinformation regarding the coronavirus pandemic, distributing life-saving information to one of the most vulnerable populations in the country, and educating Tribal Nations on the COVID-19 vaccine. NPM provided financial support and guidance to the 36 CSG-qualified Native public radio stations to produce and broadcast public service announcements, many voiced by tribal elders in Native languages, and other relevant content.
- American Public Media’s Research Lab provides comprehensive, ongoing analysis of national and state-based data regarding the race and ethnicity of COVID-19 deaths. Since its launch, the site has quickly become the top-viewed page ever on PMResearchLab.org, and the analysis has been cited in the New York Times, the Atlantic, Vox.com, The Hill, Miami Times, Minneapolis Star Tribune, the Minnesota Spokesman-Recorder, Minnesota Public Radio, WUWM (Milwaukee), the Canadian Broadcasting Corporation and beyond.
- NPR’s reporting on the Black community included early findings that suggested racial disparities in COVID-19 death rates, job losses among people of color during the pandemic, and interviews with faith leaders about existing inequalities that the pandemic exposed.
- KTSU-FM, licensed to Texas Southern University in Houston, is providing resources and coordinating CPB support to 14 public radio stations licensed to Historically Black Colleges and Universities (HBCUs) to distribute vital information on the coronavirus and vaccinations to their communities. The stations are producing educational public service announcements, digital content for social media, and related engagement activities, and they are engaging and forming new community partnerships.
- WCLK-FM, the jazz station licensed to Clark Atlanta University, an HBCSU, is delivering daily interstitials about COVID-19. The station’s talk show, *The Local Take*, has engaged community leaders in conversations about faith, civil rights, voting rights, mental health, the local economy, and homelessness during the pandemic. Atlanta-based clergy have offered words of encouragement during WCLK gospel programming, *Joy in the Morning*. The station also hosted a live, virtual town hall focused on the COVID-19 vaccine, mental health, isolation, and navigating the COVID-19 economy.
- The Radio Bilingüe National Latino Public Radio Network provides coverage of the COVID-19 public health pandemic and recent natural disasters, including regular extended hours of the weekday, national Linea Abierta “open-line” news-talk show, and many additional weekly public service programs and short educational messages in Spanish, English and Mixteco. Topics include: the needs of low-income Latinos regarding preventing infection spread, vaccine information, business reopening information, advice from medical and science experts, job loss, sick leave, access to health care, unemployment eligibility, job protection for essential workers, food insecurity, eviction, relief packages and wildfire and extreme heat emergencies. Radio Bilingüe is also collaborating with the Alliance for California Traditional Arts on a

cultural campaign called ACTAvando Contra COVID that is bringing songs, poems, and radio dramas to farmworkers and other Spanish-speaking audiences.

- KWIT-FM/Siouxland Public Media partnered with another nonprofit to translate newscasts into Spanish. The station also hosts COVID-19 information in Somali and Oromo.
- KUNR in Reno, NV, partners with Noticiero Movil to provide bilingual pandemic coverage. In 2021, the station was awarded an Edward R. Murrow award for Excellence in Diversity, Equity, and Inclusion.
- The CPB-funded America Amplified is a community engagement journalism initiative involving public media stations across the country. In response to demand for up-to-the-minute answers to questions about the coronavirus, many newsrooms within America Amplified's collaborative built COVID-19 blog pages and digital posts answering the most frequently asked questions from their communities. America Amplified works with stations to translate that content into Spanish. In July 2021, CPB supported a second round of funding to support 21 additional stations participation in the America Amplified initiative.
- NJ Spotlight and NJTV News, through a partnership with NJ News Commons, are distributing their pandemic reporting to local newsrooms across the state, some of which serve specific minority communities. NJTV and NJ Spotlight translate some of their pandemic coverage into Mandarin and Korean, which are the third- and sixth- most spoken languages in NJ, respectively, and distribute them through local ethnic media groups.
- *Native America Calling*, the weekly national call-in show produced by the Koahnic Broadcast Corporation, airs programming that examines the coronavirus' impact on Native populations. Topics have included: how to separate fact from misinformation about the pandemic; the effect on Native businesses; emergency declarations and lockdowns by tribes ranging from the hard-hit Navajo Nation to the Hopi Reservation and Pine Ridge Reservation; the crisis-related collapse of rural air service that Alaska Native communities rely on for daily necessities; and how the allocation of state and federal relief funds may impact the ability of Native communities to respond to the crisis.
- KOSU-FM (Oklahoma) hired an Indigenous Affairs reporter to cover how the Tribes are uniquely responding to the pandemic. The station is sharing this coverage with KCNP-FM, the public radio station licensed to the Chickasaw Nation.

Developing Civic Leadership through Journalism

Today, the challenges we face as a nation require both innovative thinking and application as well as effective collaboration. Community organizations, especially those in rural communities, turn to public media to raise awareness, inform through fact-based reporting, and inspire local solutions. In many communities throughout the country, public media stations are the last locally

operated and controlled media outlets. National news organizations often overlook heartland America except in times of natural disaster or human tragedy, but local public media stations devote themselves to telling the stories of hometown America every day. In addition, CPB supports many of the major public media news producers, including *PBS NewsHour*, FRONTLINE, *Washington Week*, *Native National News* and NPR.

The exceptional journalism that public media provides, including local news and documentaries, requires financial support. Stations face a trade-off – the more fact-based, local journalism they produce, the less they have available to spend on other services such as educational engagement and infrastructure maintenance. CPB’s FY 2023/2025 request will help ease this pressure, allowing stations to continue producing local news and information on community issues, thereby developing the best possible, sustainable outcomes. Examples of such efforts include:

- Lakeland Public Television in Bemidji, MN, provides the only locally produced television news program originating in the rural area of North Central Minnesota.
- Georgia Public Broadcasting airs Primetime Lawmakers, a nightly television program covering the annual Georgia Legislative session. Interested Georgians can also watch live streams of the House and Senate sessions at the website www.gpb.org/lawmakers.
- Public radio in Arizona supports various programs and initiatives to reach the many diverse, local cultures around the state. The stations broadcast in different languages and service the following reservations: Navajo, Hopi, White Mountain Apache, Hualapai, Havasupai, Yavapai, and Paiute, as well as urban Native Americans.
- Boston’s 89.7 GBH Radio strives to make local connections with its news and talk programming that examines public policy, cultural changes, and civic engagement. Each week, GBH Radio broadcasts 15 hours of original programming that brings a wide range of local voices and opinions to their listeners.
- KET (Kentucky), with support from the Foundation for a Healthy Kentucky, produces Health Three60 and KET special reports examining the unique factors affecting teen health today, including bullying, testing pressure, substance abuse and more.
- Public Television in Colorado airs Colorado Decides, a series of candidate and issue forums as well as debates, creating an informed electorate which is essential for a thriving democracy.
- The CPB-supported Civics 101 podcast produced by New Hampshire Public Radio is used as a classroom-based learning tool. Downloaded more than 12 million times since 2017, Civics 101 podcasts are a refresher course on the basics of the U.S. government. Four classroom contests were run in which students competed to create their own episodes. Winning entries were heard on the Civics 101 podcast.

In 2021, CPB entered a partnership with Report for America (RFA) to support 10 new full-time local reporters at 10 public radio stations over the next two years. Launched in 2017 in response

to the crisis in local news, RFA matches journalists with news organizations that want to address local coverage gaps. The 10 public media stations receive the benefit of RFA’s salary contributions as well as training and editorial support, core performance and excellence guidance, local sustainability, and fundraising resources, along with other grant management and support services.

The stations funded through the partnership, most serving communities in rural and small markets where more reporters are needed, are: KUCB (Unalaska, AK); Marfa Public Radio (Marfa, TX); KCAW (Sitka, AK); WFAE (Charlotte, NC); WITF (Harrisburg, PA); WPLN (Nashville, TN); WSKG (Binghamton, NY); WUFT (Gainesville, FL); WYSO (Yellow Springs, OH); and Yellowstone Public Radio (Billings, MT).

Local and Regional Journalism Collaborations

CPB funding is a driving force in the growth and innovation of public media journalism. Public media’s mission is to deliver value to the American people in the form of trusted content that gives them the information they need to understand our changing world, raise their families, teach their children, improve their communities, and enhance daily life. With the reduced capacity of local newspapers and the diminished footprint of commercial broadcast journalism, there is a widely recognized gap in local reporting and editorial standards. Meanwhile, public media stations added more than 1,100 journalists to local staffs during the eight years before the COVID-19 pandemic.

With a \$565 million appropriation, CPB would increase the capacity of public radio and television stations to create local, fact-based, original journalism by supporting collaborations among public media stations. The purposes of these collaborations are twofold: to marshal resources of small and remote stations in ways that improve coverage and strengthen relationships between public media stations; and to create a new focus on station-selected, under-reported news topics. CPB believes that encouraging stations to produce news coverage collaboratively strengthens public media’s position as a trusted source of fact-based journalism. When news organizations pool resources, share lessons learned, and work together on in-depth and time-intensive projects, the result is stronger than the sum of its parts.

A February 2019 Knight Commission Report on Trust, Media and Democracy recognizes public media’s successful role in national-local journalism. It stated: “These regional collaborations among news entities in the public broadcasting field are valuable. It is now time to bring the learning from the current regional-local initiatives to an alliance for national-local collaborations. By partnering national and local public broadcasters, this initiative would enhance the public broadcasting model by further expanding local news coverage and by giving national organizations greater ability to cover local aspects of larger stories.”⁹

Through years of strategic investments, CPB has laid the groundwork for a network of local and regional public media news organizations that, in partnership with national producers, strengthens public media’s role as a trusted news source. Leveraging public media stations’ local

⁹ Knight Commission on Trust, Media and Democracy, *Crisis in Democracy: Renewing Trust in America*, Washington, D.C.: The Aspen Institute, February 2019.

ownership as a foundation for nationwide collaborations, CPB has invested more than \$42.1 million since 2009 to help launch 41 local, regional, and single-topic collaborations as well as joint regional newsroom operations. These partnerships connect 150 public media stations in 42 states, providing the basis for a vibrant multimedia network of journalism.

By allowing public radio and television stations to better coordinate and share their reporting expertise and resources, stations can undertake more ambitious journalism projects in multimedia formats. The collaborations also contribute stories to national public media programs such as *PBS NewsHour* and, in 2020, 140 stations contributed more than 10 percent of the stories on NPR's *Morning Edition*, *All Things Considered*, and *Weekend Edition*.

The collaborations include:

- [Ohio Valley ReSource](#) – Seven public media stations in Kentucky, Ohio and West Virginia cover the economy, energy, environment, agriculture, infrastructure, the opioid epidemic, and health in the Ohio Valley region. Louisville Public Media is the lead station.
- [Alaska's Energy Desk](#) – Five Alaska public media organizations focus on statewide energy issues and rural coverage. KTOO Public Media (Juneau) is the lead station.
- [Kansas News Service](#) – Four stations provide a statewide news service with a focus on statehouse politics, health, education, natural resources, rural life, and agriculture. KCUR (Kansas City) is the lead station.
- [Mountain West News Bureau](#) – Six stations in Idaho, Colorado, Nevada, Wyoming and New Mexico focus on natural resource management, Indian Country, public lands, small towns, and the rural West, and expanding growth in cities. Boise State Public Radio is the lead station.
- [Indiana Public Broadcasting News](#) – Nine public media stations in Indiana form a statewide news network to cover government and politics; economics and business; environment and energy; health, science and technology, and education. WFYI (Indianapolis) is the lead station.
- [New England News Collaborative](#) – Eight public media stations in Massachusetts, Maine, New Hampshire, Connecticut, Vermont and Rhode Island focus on energy, climate, transportation, infrastructure, and immigration in the six-state region. Connecticut Public Broadcasting Network (CPBN) is the lead station.
- [Texas Newsroom](#)- Four major public radio stations (Dallas-Fort Worth, Austin, San Antonio, and Houston) coordinate and edit multi-station and statewide reporting projects and establish the infrastructure to organize editorial resources from public broadcasting newsrooms across Texas.

- [California Newsroom](#) – Public radio stations across California are teaming up with NPR on a regional newsroom collaboration to increase coverage of statewide issues and boost reporting from and for underserved regions across the state.
- [Gulf States Newsroom](#) – Public media stations in Alabama, Louisiana and Mississippi share resources and reporting, covering regionally important stories on health care, criminal justice, economic justice, and more. The collaboration aims to better serve the existing listeners while making a multi-platform push to reach new, diverse audiences. In 2021, the Gulf States Newsroom played a critical role supporting Louisiana stations affected by Hurricane Ida, providing editorial resources in support of on-the-ground reporting of the hurricane’s aftermath.
- [Side Effects Public Media](#) – Public media stations in Indiana, Missouri, Ohio, Kentucky, Iowa, and Illinois join this public health-focused collaboration led by WFYI (Indianapolis). During the pandemic, Side Effects has been partnering with the Indianapolis Recorder, one of the oldest Black newspapers in the country, to reach underserved communities.

As journalism capacity expands, public media needs to attract new editorial leaders from outside the system and better develop potential leaders inside the system. As public media upholds high editorial standards and engenders communication among local/regional/national editorial leadership, stations must bring in new editorial leaders that reflect the great diversity of the American people.

Beginning in FY 2020, through the Arizona State University Walter Cronkite School of Journalism and Mass Communication for the Editorial Integrity and Leadership Initiative (EILI), CPB provided \$1.2 million over two-years for a program designed to strengthen the knowledge and skills of public media journalism’s editorial leaders. The Cronkite School’s EILI program supported the professional development of 100 public media news leaders in their role of upholding public media’s highest editorial standards. The training has produced significant results. EILI graduates have advanced into jobs with more responsibility including news director, managing editor, and director of podcasts.

“In my thirty-plus years in broadcast journalism, I have had the opportunity to attend a number of training programs. I would rate the Editorial Integrity and Leadership Initiative at the top of that list because it addresses current needs, provides expert coaching, creates a very practical and focused plan to set goals and accomplish them, and focuses beyond the short-term to look at a sustainable long-term strategy for consistent and constant improvement.” —Dennis Kellogg, news director, NET (Nebraska PBS & NPR Stations)

Local and National Journalism During COVID-19 Pandemic

CPB’s investment in local and regional journalism enabled public media journalists and stations to uncover the specific and unique ways the pandemic and related economic crisis affected

communities. Public media newsrooms quickly became frontline local news providers, with public media reporters filing critical stories about how COVID-19 is affecting communities that include large populations of people of color.

- Vegas PBS produces *Nevada Week*, which has distinguished itself with a series of COVID-19 programs covering topics and including guests that have been overlooked in other media. A series of informational spots is created from the programs broadcast throughout the week. To produce the show, Vegas PBS had to purchase new equipment and software that will allow multiple remote guests to participate in interviews and conversations at the same time. These new production approaches also facilitate social distancing protocols for the production staff.
- KUAC FM (Fairbanks, AK) provides locally produced, daily newscast reports on the pandemic, along with PSAs on safety and hygiene and State of Alaska Health Mandates. The locally produced programs [Northern Soundings](#) and *Northern Soundbites* feature longer, in-depth conversations with experts about these tumultuous times.
- Floridians rely on The Florida Channel (headquartered at WFSU-FM/TV – Tallahassee) to bring them live broadcasts of important meetings, hearings, and events in Tallahassee. The Florida Channel also provides live feeds of the Governor’s COVID-19 briefings and press availabilities. The briefings are broadcast and carried on Facebook.
- Lehigh Valley Public Media/PBS39 and WLVR (Bethlehem, PA) broadcast a weekday Community Update on Coronavirus. Health professionals, business leaders, and a variety of other experts come together to answer questions live on-air, providing local and regional coronavirus information that concern the community.
- KUYI Hopi Radio in Keams Canyon, Arizona, began the *House Calls* weekly telemedicine show in March 2020, featuring health-care providers discussing the coronavirus and its symptoms. The station also got permission to simulcast tribal council meetings about the pandemic, only the third time in the last 19 years the council allowed the practice. The Navajo tribe, which surrounds the Hopi land, had one of the highest numbers of cases per 100,000 people in the country.
- Connecticut Public’s monthly broadcast town hall series *Cutline* has convened numerous conversations to address the COVID-19 pandemic, including episodes focused on mental health, small businesses, health inequities, and more.

Public radio’s digital audiences grew tremendously by 250 percent at the beginning of 2020, public radio stations’ average monthly users were up by 31 percent over the previous year. While in 2021, public radio experienced the same dip in news interest that was seen across the media landscape, audience numbers grew alongside the resurgence of COVID cases. Across digital platforms, public radio stations are providing COVID live blogs, links to local resources, press conferences, updates to public health guidance and vaccine availability.

Relevant and Engaging Content

One of CPB's goals is to strengthen the quality of public media's content and services and to deepen the engagement with audiences and users. In 2019, CPB provided two-year grants to support the digital transformation of WNET's major series, *Nature* and *American Masters*, with a goal of helping them transition from broadcast-centric series into year-round multiplatform publishers that reach younger and more diverse audiences. The project, which ended in May 2021, has been successful in creating change not only within the series, but across all WNET national productions.

Nature's new strategy resulted in a nearly five-fold increase in YouTube views, from 23.4 million to more than 116.5 million views by the end of the grant period. In that same period, the total minutes of content viewed increased from 35.6 million minutes to 182.6 million minutes. Further, Facebook video views grew exponentially from 10.8 million to 158.6 million by the end of the grant. Their work on emerging platforms such as TikTok have increased their engagement with younger audiences, reaching more than 300,000 video views per month. They have been so successful that they are now one of TikTok's featured science partners and have received support from the TikTok Creative Learning Fund, which introduces emerging teachers to educational content on their platform.

American Masters has made transformative investments in their strategy resulting in a 183 percent increase in website visits since the start of the grant. Facebook video views have also continued to increase from 1.8 million views to 12.3 million views by the end of the grant. *American Masters* digital content also performed well on YouTube with 9.5 million views up from 1.2 million views at the start of the project. In addition, they have surpassed their goal of having 50 percent of their digital engagements coming from a younger audience.

In 2020, Latino Public Broadcasting launched [Latinos Are Essential](#), a collection of unique and insightful short video portraits and stories about Latinos who are serving as essential workers in a wide variety of jobs and/or services across the United States, even as the COVID-19 pandemic continues to disproportionately impact Latino and other communities of color. The storytelling initiative includes [Essential Worker Resources](#) that provide links to coronavirus updates and relief resources, local food bank locations, mental health guidance and PBS LearningMedia educational resources for young people.

In January 2021, CPB renewed its funding support for The American Homefront Project – an award-winning public media journalism collaboration focused on the lives of military personnel, veterans, and their families. The American Homefront Project chronicles the challenges and successes of the American military, emphasizing the changing nature of military service and the transition of recent veterans into civilian life. Station partners include WUNC-FM (Chapel Hill, NC), KCUR-FM (Kansas City, MO), WSHU-FM (Fairfield, CT), KPBS TV/FM (San Diego, CA), WUSF-FM (Tampa, FL), and Texas Public Radio (San Antonio, TX).

In fall 2021, GBH (Boston) premiered a four-hour primetime PBS special, digital series and podcast on the veteran experience and identity titled *American Veteran*. It seeks to help bridge the military-civilian divide by presenting compelling and relatable stories to broad audiences

about veterans' experiences, survival, and memory, creating opportunities for dialogue and deeper understanding.

In 2021, the Tribeca Festival hosted the world premiere of FRONTLINE's Un(re)solved, a multi-faceted investigative project examining a federal effort to examine more than 150 cold case murders that date back to the Civil Rights Era. Through the Emmett Till Unsolved Civil Rights Crime Act, a comprehensive interactive database of information about all cases on the Till List has been made available for the first time. In addition to the immersive web experience, a national tour of the augmented reality installation began with initial exhibitions at the Museum of Mississippi History and the Mississippi Civil Rights Museum, the DuSable Museum of African American History, and the Rosa Parks Museum. Further public engagement and community programming was held in collaboration with institutions such as the Association for the Study of African American Life and History, Brown University's Center for Slavery and Justice, and HBCUs.

Public media journalists have also played a key role in creating thoughtful spaces on issues of race and inclusion. On May 25, 2021, the first anniversary of George Floyd's murder, PBS aired the NewsHour Special "*Race Matters: America After George Floyd*," and FRONTLINE collected key pieces of its ongoing coverage of police reform and police accountability in one online destination, featuring documentaries, podcast episodes, and collaborative stories with Local Journalism Initiative partners. Taken as a whole, the pieces provide an in-depth look at where America's conversation about policing, racism, and accountability stands today.

In 2022, PBS stations across the country will premiere the Twin Cities PBS-produced documentary "Facing Suicide." With major support from CPB and PBS, "Facing Suicide" seeks to harness the power of public media to demystify and destigmatize the topic of suicide and to equip friends and family to take appropriate action when someone close to them may be at risk. In addition to the nationally broadcast documentary, CPB grant funding to local stations will provide localized content on the issue and town hall discussions with local experts to help identify and support people across the country. CPB received 27 public television station requests for grant funding totaling more than \$433,000. Only 10 proposals, totaling \$175,000, were accepted based on funding constraints. An increase in CPB's appropriation would allow CPB to support more local station engagement around content of great consequence.

This year, with CPB support, WAMU (Washington, DC) will launch 1A Remaking America, a partnership between the national two-hour daily talk show and up to seven public media stations that represent a geographical cross-section of the country. 1A Remaking America will examine political polarization, the dissemination of misinformation, and public media's role in restoring trust in social institutions, and civility in public discourse.

Every day, public radio stations offer listeners the opportunity to discover, learn about and enjoy new music selections, genres, and artists—including local musicians, emerging artists, and regional genres. These public radio music stations uplift local culture, arts, and artists not featured on national platforms. Across the United States, 691 public radio stations, reaching 25 million listeners weekly, feature music as a primary or significant part of their formats. These stations offer interviews and performances, classroom music education, instrument donation

drives, and other educational and cultural activities in their communities. Public radio music supports local artists, musical discovery, and the local music economy while also fulfilling its unique mission of providing community service, education, and culture. During the COVID-19 pandemic, numerous public radio stations aired virtual music concerts and festivals to support artists as well as local arts and community organizations.

StoryCorps

Since its inception in 2003, more than 600,000 Americans in all 50 states have engaged with StoryCorps – recording stories about their lives and connecting with individuals and communities through shared experiences. The recordings, archived at the American Folklife Center at the Library of Congress, make up the largest single collection of human voices ever gathered. CPB support, specifically, has enabled StoryCorps to work in more than 215 cities across the United States, partner with 185 local public radio stations, and record over 40,000 interviews with approximately 65,000 participants. Many of these interviews were recorded in CPB-funded mobile booths that travel across the country, in studios at public radio and TV stations, and in the homes of participants. Selected stories are shared through StoryCorps’ weekly NPR broadcasts, podcast series, animated shorts, and on its digital platforms.

“Stories have the power to remind one another of our shared humanity, to strengthen and build the connections between people, to teach the value of listening, and to weave into the fabric of our culture the understanding that everyone’s story matters.” – Dave Isay, Founder and President of StoryCorps

In January 2018, StoryCorps launched One Small Step, which is designed to help bring together a politically divided United States by recording conversations between people with different political viewpoints. One Small Step, supported by CPB, inspires the participants and those who hear these conversations to remember our common humanity and our duty, as Americans, to listen to others. And when the coronavirus pandemic necessitated the suspension of in-person interviews in March 2020, support from CPB allowed StoryCorps to quickly modify its StoryCorps Connect platform to conduct virtual interviews, enabling StoryCorps to continue its core activities and counter social isolation through meaningful conversation.

Coming Home: Connecting to Community (Rural Initiative)

The CPB-supported Coming Home: Connecting to Community is a public media collaboration that celebrates the people, culture, and stories of rural America through authentic local voices and talent. Harnessing the power of public media through a national/local network of storytellers, producers and distributors, public media stations are elevating stories about what home means, the contributions and significance of America’s small towns, and the shared values, traditions, aspirations, struggles and what it means to be an American.

In 2021, after receiving ten proposals for multiplatform, local-to-national projects, CPB provided funding to advance the development of three projects: Louisiana Public Broadcasting’s *Deep in the Delta* (with Arkansas PBS and Mississippi Public Broadcasting), which explores stories from Black farmers, African American blues artists, young Black pastors, and mayors; WHRO’s (Hampton Roads, VA) *Against the Current*, which offers a look at how the lives of Virginia’s

Eastern Shore residents are tied to the surrounding bodies of water; and Pioneer PBS' (North Dakota) *The Alt-Meat Food Revolution*, which looks at the impact of the alternative to meat food revolution in rural America. The stations are currently in conversations with national distributors to help enhance, refine, and finalize each of the three projects.

Emergency Alerting and Public Safety Communications

Locally managed and operated public media stations are trusted partners with public safety officials, working with law enforcement, schools, businesses, and others to provide real-time support in times of crisis. Since September 11, 2001, CPB has invested in building local station capacity to assist emergency service providers. Currently, in many states and local communities, public media stations' digital and broadcast infrastructure provides the backbone for emergency alert, public safety, first responder and homeland security services.

Additionally, PBS WARN uses the public broadcasting interconnection system and member stations' broadcast infrastructure to provide an essential distribution path for the Federal Emergency Management Agency's (FEMA) nationwide Wireless Emergency Alert System. Wireless Emergency Alerts (WEA) are emergency messages sent by authorized government alerting authorities to cell phones. The WEA system relies upon public broadcasters to ensure delivery of messages that include imminent threats to life and safety, AMBER Alerts, and Presidential Alerts during a national emergency. For example, between March 12, 2020, and January 18, 2022, more than 13,091 WEAs were issued by state and local authorities and transmitted over the PBS WARN system in different parts of the country. Approximately 644 of those alerts were for COVID-19, harnessing for the first time the reach and ubiquity of mobile device communications to address a pandemic.

To meet this demand from emergency management, PBS WARN has developed two situational awareness tools: Eyes on IPAWS and warn.pbs.org. The utility of Eyes on IPAWS was recognized by the FCC's Communications, Security, Reliability, and Interoperability Council's (CSRIC) VII in 2020:

*"PBS and its member stations are already integrated as a key component of the WEA system, providing a national over-the-air feed of all WEAs as a robust, redundant alert source available to wireless carriers. PBS has leveraged its WEA feed to create Eyes on IPAWS, with the goal of providing stakeholders with increased knowledge and transparency of issued alerts. Sourced directly from IPAWS, the alerts are delivered over broadcast airwaves by local PBS member stations and are not subject to network congestion or typical outages. Alert Originators, emergency managers, and any other stakeholders can use Eyes on IPAWS to determine active WEAs nationwide; confirm transmission of issued WEAs; gain awareness of WEAs issued by other agencies; view alerts based on location, alert type, or date; and analyze the impact of WEAs using the data from Eyes on IPAWS in after-action analysis."*¹⁰

¹⁰ CSRIC VII Report on "Standard Operating Procedures for Emergency Alerting Communications" (September 21, 2020) <https://www.fcc.gov/files/csrc7reportstandardoperatingprocedures-alertingpdf>

Gary Timm, chair of the Wisconsin EAS committee provided unsolicited praise for these tools:

“PBS WARN [is] “on the big screen” in the Wisconsin State Emergency Operations Center (SEOC), so that alone will attest to the value they put on your website... With your new addition of being able to see the Update and Cancel messages associated with an initial message, this gives much more clarity to what transpired in each WEA incident... This data will be a good teaching tool, showing when [alert originators] forgot to Cancel a WEA, issued overlapping messages so both were being broadcast by the cell towers, and instances where an incident ended and the [alert originator] Canceled the alert (which sends no text to the public) and then issued a new message to the public on the All Clear rather than just doing an Update message when the event ended eliminating the additional message... None of this would be possible without the PBS WARN website, and your continuing improvements... It would be a nationwide tragedy to lose this website.

Through innovative partnerships, public media stations customize the use of their infrastructures to support public safety in a variety of other critical ways. Examples include equipping police cars with the ability to receive school blueprints when a crisis arises, providing access to 24/7 camera feeds for public safety challenges, connecting public safety agencies in real time and much more. Many stations serve as their states’ primary Emergency Alert Service (EAS) hub for weather and AMBER Alerts.

“How do you communicate with people once they got on the road [in a hurricane evacuation]? Public radio became the answer. Have you ever noticed the evacuation signs on the interstate or highways, do you always notice what’s at the base of that? It’s a radio station, right? Every one of them is a public radio station. Florida public radio network got together and said, ‘we’ll be that voice when people evacuate’ to give them updated information about what’s going on, but more importantly where they are going ... The only signal that can get through in a disaster is a radio signal ... that radio may save your life.”
--Craig Fugate, Former Administrator of the Federal Emergency Management Administration

Local public television stations have partnered with the U.S. Department of Homeland Security (DHS) to offer local first responders new communications services. Through datacasting, the broadcast spectrum is used to securely transmit essential encrypted information to first responders in the field in real time and without the capacity constraints of traditional mobile or broadband delivery. DHS has conducted several datacasting pilot projects that have demonstrated the benefits first responders receive by partnering with public television. Local public television stations throughout the country have pledged to reserve up to 1mpbs of their spectrum to expand these datacasting services on a national basis to support the FirstNet first responder communications network.

The FCC’s CSRIC Working Group 2, June 2018 final report on “Comprehensive Re-imagining of Emergency Alerting,”¹¹ referenced earlier, identifies three ways NextGen TV, and specifically public television, can support and improve emergency alerting. Section 6.4 of the Report states:

“PBS and local public television stations play a crucial role in protecting communities by using datacasting to deliver essential information to individuals and first responders. These benefits are all made possible by public broadcasting stations’ unique reach, reliability, and role across America, and are especially vital in rural and underserved areas.”

Supporting CPB’s appropriations request of \$565 million would allow stations to provide enhanced public safety communications capabilities, particularly during emergencies. In addition, continued funding could help more stations translate their emergency alert information into a broader range of languages, to help ensure that stations can better reach their diverse local communities with critical emergency alerts and information. A sample of the life-saving services that stations offer includes:

- WHUT-TV in Washington, DC partners with the U.S. Park Police to distribute video services during large-scale events in the city. This work has been crucial during Presidential inaugurations, the Fourth of July, and other events.
- In December 2021, when deadly storms left a wake of destruction through Kentucky and surrounding states, CPB provided five Kentucky public media stations and WPLN in Nashville emergency grant funding for local journalism. This allowed the stations to hire additional personnel, coordinate reporting coverage, incur travel costs, and engage with their communities as they start to rebuild.
- Leveraging the TV broadcast “one-to-many” multicast delivery, Houston Public Media (KUHT) can support an unlimited number of public safety users with minimal bandwidth concerns. The station can deliver secure, encrypted IP data to targeted, multiple users while continuing its television broadcast service. For example, police can watch a helicopter aerial feed, firemen can watch a dashboard camera, another entity can send building blueprints and television viewers can watch a program all at the same time. Houston Public Media has provided these resources to several local and national public safety officials during numerous events in the last several years including the Republican Primary Presidential debate in Houston, the Final Four and Super Bowl sporting events, and Hurricane Harvey.
- The Florida Public Radio Emergency Network (FPREN), a collaboration of 13 public radio stations headquartered at the University of Florida’s WUFT-FM/TV in Gainesville, provides statewide multimedia updates during hurricanes or other emergencies to stations across the state, their websites, social media channels and on mobile devices via the Florida Storms app. The free app provides geotargeted information such as live hurricane forecasts, evacuation routes and shelter details, in addition to live streaming the closest Florida public radio station — a particularly valuable feature for those evacuating from one part of the state to another.

¹¹CSRIC Final Report on “Comprehensive Re-imagining of Emergency Alerting.” June 2018
<https://www.fcc.gov/files/csric6wg29junereportcomp.pdf>

FPREN also partners with the Florida Division of Emergency Management on the statewide communications initiative, “Know Your Zone, Know Your Home.” The PSA campaign emphasized the importance of knowing where you live and how that impacts your hurricane evacuation plans.

- South Carolina Educational Television (SCETV) entered into a partnership with FPREN and launched a new emergency preparedness/weather tracking initiative called the SC Emergency Information Network (SCEIN). SCETV serves as the liaison with the South Carolina Emergency Management Division, producing and coordinating the Governor's live briefings on all its channels. SCETV is the media agency of record for the state's Emergency Management Division.
- California's public media stations partner with Listos California and the California Governor's Office of Emergency Services on a statewide media campaign called “Building Resiliency with Emergency Preparedness.” The cultural and linguistic appropriate campaign is designed to reach diverse and underserved populations and encourage them to plan for wildfires and other natural disasters.
- Ohio Educational Television Stations, Inc., in partnership with the Ohio Emergency Management Agency (EMA) and the state's Broadcast Educational Media Commission (BEMC), began an initiative to strengthen the state's emergency messaging infrastructure. They created Ohio Digital EAS (OEAS), an alternative, secure IP-based delivery system for the dissemination of emergency information to the public and first responders utilizing all 12 of Ohio's public television stations that reach virtually all 11.5 million Ohioans. The focus of the project is to provide an alternative pathway to deliver all existing EAS, IPAWS (Integrated Public Alert & Warning System) and National Weather Service emergency messages for distribution to the public. It aggregates all emergency messaging that originates from the Federal Government or inside the state of Ohio, originating from the state EMA headquarters in Columbus.
- Through three CPB grants to NPR, 73 public radio stations across 23 states can provide text alerts and graphic alerts to listeners and viewers before, during, and in the aftermath of emergencies. These emergency messages can be heard and seen in cars—on smart radios through “connected car” devices, HD radios, Radio Data System displays, and online audio streaming on tablets and laptops. Since 2016, six California public radio stations (Capital Public Radio, KCBX, KCRW, KQED, KPCC and KPBS) have tested the use of MetaPub alerting during the state-run Great California ShakeOut earthquake drills. Another 32 public radio stations across 10 Midwest states vulnerable to tornadoes received the hardware, software, and training to connect with MetaPub. As examples, Iowa Public Radio and KGOU in Norman, OK, have been able to issue live text alerts warning listeners and viewers as tornadoes occurred, giving them time to seek shelter. The third grant helped enable alerts at 35 stations along the Gulf Coast and southeastern United States, in areas prone to hurricanes.
- The first MetaPub alert for a non-weather event was issued by WVIK-FM, in Rock Island, Illinois. The station, which serves the Quad Cities area, alerted listeners and viewers to COVID-19 information.

- A grant from CPB to NPR has enabled the Public Radio Satellite System (PRSS) to assemble and test three portable transmitter kits and two portable studio kits that can be shipped quickly in emergencies to public radio stations that have suffered damage to their facilities or that are unable to use their facilities. This loaner equipment assists stations in continuing or restarting broadcast operations in the event of natural or other disasters, such as tornadoes, hurricanes, floods, wildfires, mudslides, or chemical spills.
- Two of the CPB-funded emergency transmitter kits were sent to stations in California under threat from wildfires. Fresno-area stations – KFCF-FM and KVPR-FM – requested emergency transmitters, antennas, and masts in September 2020 as flames closed in on both stations’ transmitter sites.
- Northern California Public Radio – KCRB-FM – began using one of the CPB-funded emergency transmitter kits in October 2019 because wildfires burned its main transmitter. The station extended its use of the transmitter and antenna mast through October 2020 because of weather-related issues.
- South Dakota Public Broadcasting serves as the emergency alert service hub for the state as well as the primary outlet for AMBER Alerts and weather warnings.
- Tennessee public television stations WKNO, Memphis; WLJT, Lexington; WNPT, Nashville; WCTE, Cookeville; East Tennessee PBS, Knoxville; and WTCL, Chattanooga; use part of their broadcast spectrum to deliver encrypted videos, files, alerts, and other data (datacasting) to officials statewide, as needed, during emergencies and natural disasters.
- Vegas PBS is airing a variety of PSAs between programs, covering topics including personal safety messages about hand washing and social distancing. The station is also running spots by local organizations that provide information about where and how to access food, medical, mental health, legal and financial assistance services. More than 100 public service messages air each week.

Public Media in the Larger Media Landscape

This budget request comes at a time of great media fragmentation and technological transition. The role of public media is more important than ever as we focus on connecting content and services to local communities, delivering the highest quality trusted educational multimedia content, and innovating for greater efficiency and responsiveness.

Americans are seeking more in-depth and factual information. While there are more media outlets today than there were 50 years ago, very few of them provide the in-depth, local content that public media is committed to delivering consistently. With fewer local newspapers, and streaming video services uninterested in providing local service, public media’s local news and information is more important than ever.

Over the past 50 years, public media stations have been early adaptors, anticipating and responding to the changing ways Americans choose to receive media. What has not changed is

our commitment to high-quality content and services that improve the lives of all citizens, that honor the stories of our country, educate our youngest citizens, and deliver lifelong learning to all Americans. CPB's appropriation will help the public media system respond to the quickening pace of technological change and the ever-evolving ways Americans are consuming and engaging with media.

ATSC 3.0 (NextGen TV)

The broadcast television industry is undertaking a major technology transition, moving from the current broadcast standard Advanced Television Systems Committee (ATSC) 1.0 to a new Internet Protocol-based ATSC 3.0, or the Next Generation (NextGen TV) television standard. In February 2018, the Federal Communications Commission (FCC) published the standard for voluntary adoption by both public and commercial television broadcasters, and it is expected that the new standard will be widely adopted by the industry and by viewers over the next five to ten years.

CPB's goal, as it was during the FCC-mandated spectrum auction, is to provide the public television system with accurate, balanced, and objective analysis that will help inform the decisions and investments stations will need to make as they consider their service in a changing media and technology landscape.

There are several potential public service benefits of NextGen TV: interactive educational children's programming; enhanced remote learning through datacasting; public safety; telemedicine; and accessibility. Strengthened signal propagation and penetration will improve the reach of public broadcasting and access to its noncommercial services, in addition to visual and audio enhancements to the viewer experience.

Children's Programming. By creating the opportunity for interactive broadcast programming, NextGen TV creates the possibility for children's television programming to incorporate activities that reinforce the learning objectives of that educational content.

Public Safety. The features and functionality of the new standard are particularly well-suited to advancing the public safety work of public television stations. For example, the NextGen TV standard will enable enhanced geo-targeting of emergency alerts and could provide comprehensive auxiliary data, such as evacuation routes and weather maps. The standard also allows broadcasters to "wake up" receiver devices when an emergency alert is transmitted, which will facilitate the dissemination of critical information, particularly at night, when severe weather or other emergencies may occur.

The FCC's Communications, Security, Reliability, and Interoperability Council's (CSRIC) Working Group 2 June 2018 final report on "Comprehensive Re-imaging of Emergency Alerting"¹² identifies three ways NextGen TV, and specifically public television, can support and improve emergency alerting. Section 6.4 of the Report provides an example of how a public television station can use the new broadcast standard to improve emergency alerting:

¹²CSRIC Final Report on "Comprehensive Re-imaging of Emergency Alerting." June 2018
<https://www.fcc.gov/files/csric6wg29junereportcomp.pdf>

“NextGen TV: Saving Lives One Alert at a Time, UNC-TV (North Carolina) won first place in the National Association of Broadcasters (NAB) Pilot Innovation Challenge for a proposal that uses datacasting technology in broadcast television to update outdated first responder emergency pagers. Initial stages show potential to decrease a fire station’s time to respond to a given alert by nearly one minute for each notification. The project currently uses ATSC 1.0 to reach fire stations across the state. Once ATSC 3.0 broadcasting is implemented, updated receivers connected to mobile devices will allow mobile paging for first responders, even in areas where LTE service does not reliably reach.”

The Report further states, “we believe that PBS stations and first responders can find even more ways to identify and utilize opportunities presented by ATSC 3.0.”

PBS North Carolina (PBS NC) has continued to build and deliver on this promise. In 2018, PBS NC reported that the first successful emergency announcement from a 911-dispatch center via the new ATSC 3.0/NextGen TV system was broadcast over-the-air in Raleigh, North Carolina. The successful delivery resulted from an alliance among PBS NC, commercial broadcaster Capitol Broadcasting Company/WRAL-TV, the North Carolina Department of Information Technology (NCDIT), and a local Public Safety Access Point (911 dispatch center). The breakthrough was evidence that NextGen TV offers new capabilities through advanced transmission and audio/visual coding techniques that extend its functionality beyond consumer uses to include the public safety community.

In 2019, PBS NC joined the NCDIT and the Wireless Research Center of North Carolina in developing the North Carolina Public Safety Research Center partnership. This agreement was to “explore the development and operation of the Public Safety Research Center...initially focused on NextGen TV applications.” PBS NC commissioned its NextGen TV lab as a foundation of the Public Safety Research Center, a fully functional environment containing the systems needed to create a NextGen TV broadcast.

In 2020, PBS NC and the NCDIT were awarded a grant by the U.S. Department of Homeland Security (DHS) to continue the development of a new emergency digital paging system over public television. The emergency digital paging system utilizes digital ATSC 3.0 technology to deliver an affordable paging structure to improve situational awareness and response time for first responders across the state of North Carolina. The system will help first responders with increased coverage area and penetration, reduce delay and provide a secure and reliable means for transmitting emergency alerts.

Accessibility. NextGen TV could also allow public broadcasters to better serve those who are hearing or visually impaired. For the first time, stations could transmit closed caption sign language alongside their broadcasts to better serve hearing impaired viewers. In addition, the system would be able to provide greater dialogue intelligibility by allowing users to independently adjust the non-dialogue elements of a program’s audio track. Closed captions and subtitles could also be offered in multiple languages and could transmit through either broadcast or broadband.

For public television to provide these expanded public services and stay relevant, competitive, and viable, stations will have to undertake this costly technology transition. A January 2018 report prepared for CPB by Meintel, Sgrignoli & Wallace, stated: “As with any new technology migration, there will be a need to acquire new equipment and integrate that new equipment into an existing operational TV broadcast plan.” There are a variety of new technologies being adopted in ATSC 3.0 that are not backward-compatible with existing infrastructure at a typical TV station.¹³ Advanced Television Systems Committee Inc. reports that it will cost a station between \$300,000 and \$4 million to transition to the new broadcast standard, depending on the station’s current infrastructure.¹⁴ This broad range of potential costs depends the age of station equipment and if it can be easily updated for ATSC 3.0. Unfortunately, many public television stations have been forced to push their infrastructure and equipment beyond its optimal end of life due to financial uncertainties. As a result, the upgrade to ATSC 3.0 may be on the higher end of this range.

Providing resources that foster technical innovation is a critical part of CPB’s leadership role in the system. Public media stations and national organizations are continually innovating, using new platforms and technologies to ensure high-quality content is reaching all Americans. Unlike commercial entities, CPB has a responsibility to serve Americans who do not have access to or cannot afford broadband service, and to those who cannot afford the latest technology or a cable or satellite subscription. This is especially true as the technology gap between urban and rural communities continues to grow. As media and technology evolve, CPB must strategically invest so that public media’s content is available to all Americans free of charge and free of commercial influence, wherever and however they choose to consume it.

To date, only a few public television stations have been able to participate in NextGen TV launches in their local markets. Phoenix was the first NextGen TV market to launch in the country, and as of July 2020, PBS station KAET has joined the local commercial stations in offering a NextGen TV service to its viewers. In July 2021, New Mexico PBS launched a full service NextGen TV broadcast, carrying their full line-up of five channels (PBS, KIDS, FNX, World and Create), marking the first PBS station to launch a comprehensive NextGen TV service on its own.

With the support of the NextGen TV Collaborative in the Washington, D.C. market, WHUT at Howard University serves as the host station for NextGen TV broadcasts from PBS (WHUT), ABC (WJLA), CBS (WUSA), FOX (WTTG), and NBC (WRC). Further, a Media Technology Innovation Learning Lab is being formed in partnership with participating broadcasters and the professional equipment and consumer technology companies that are involved with the project. The Lab will foster industry collaboration, showing how the myriad capabilities of NextGen TV could be best applied for future public service objectives and to entertain and inform audiences throughout the Washington area and the nation.

¹³ ATSC 3 Digital Television Implementation for Public Television. Dennis Wallace, MEINTEL, SGRIGNOLI, & WALLACE, LLC. January 31, 2018.

¹⁴<https://www.tvtechnology.com/news/noland-details-atsc-30-transition-costs-for-public-tv-stations> February 23, 2021

Public media stations will continue to meet the challenges of the rapidly changing media environment and the needs of the American people, but success will not occur independently. Increased financial support from the federal government is critical in ensuring that public media makes this transition.

Collaboration and Capacity Building

The Corporation for Public Broadcasting continually seeks to promote collaboration and capacity building within the public media system to help stations achieve efficiencies while increasing services to local communities. Our collaboration grants seek to strengthen investments in direct audience services, including local content creation, and more cost-effective technology infrastructure; to maximize efficient use of scalable technology, reduce costs, and increase long-term relevancy and sustainability. In this challenging fiscal environment, these best business practices are more essential than ever.

During the past two years, public media stations have experienced a dramatic rapid acceleration in digital transformation as they found themselves operating remotely. The heavier reliance on digital channels for content distribution, revenue generation, and audience engagement, along with a corresponding spike in audience growth on digital platforms, created a heightened sense of urgency for digital culture transformation. The economic impact of the pandemic has also driven the rapid adoption of digital technologies and is forcing change in public media entities' operations.

This new normal increases the urgency and demand for CPB to increase its support of public media stations and its leaders to adapt and lead in the digital world. Helping public media organizations build employees' skills in emerging technologies will result in more agile operations, resulting in new and innovative content and services. These leaders will be able to create a long-term, unique value proposition of their local station and community.

CPB makes systemwide strategic investments, helping public media organizations connect with people by expanding the ability to distribute content on multiple platforms, whenever and wherever people choose to consume that content. The appropriation provides CPB a leadership role in helping fund and foster a culture of innovation at local stations, which directly benefits the American public and advances civil society.

Building on this work, CPB continued its assessment of the system's digital infrastructure needs and corresponding investments in those solutions and platforms. CPB has provided major grants to expand content creation capacity, the development and deployment of different digital services across the system, professional development for station managers to help them lead their stations in the digital era and in the wake of the pandemic and serve local and national audiences with content experiences across digital platforms. To date, CPB supported stations and existing and future system-wide projects include:

- More than 200 stations have participated in a digital capacity and technology infrastructure maturity assessment. The project identified and analyzed both public media's infrastructure current and future needs and evaluated public media's readiness to serve the American public's changing media consumption patterns. Based on the findings and recommendations

from this project, stations and national organizations are working collaboratively to build out and deploy system-wide infrastructure solutions for a shared technical foundation. This will strengthen the technology foundation for public media's digital future to meet the anticipated and evolving audience needs as well as enable the use of data to inform business and content decisions and strategies.

- Staff at 75 PBS stations continue to participate in a ten-month digital immersive professional development initiative. Through in-person and virtual sessions, participants gained expertise in digital audience development, platform strategies, and data analytics and metrics. An expanded program launched in 2020 and is projected to reach 83 percent (126) of PBS stations and 340 participants through 2022.
- Leaders at 22 public media stations continue to participate in a two-year phased program to accelerate their digital transformation efforts. The program is specifically designed to address the new realities and challenges stations are currently experiencing due to COVID-19. The program helps public media station leaders master digital best practices across all station departments and foster cross-departmental cooperation and new agile ways of working. Throughout the course of the program, stations will execute discrete projects in core digital domain areas including email marketing and social media marketing to acquire new and diverse audiences, increase audience engagement, and help convert audiences to loyal members and donors.
- In 2022, CPB is supporting a separate, virtual, nine-month educational program for 75 public media station leaders as well as those from the National Multicultural Alliance (NMCA) organizations, to help them accelerate their digital transformation in the wake of the pandemic and its impact on public media. This program will educate public media leaders on the digital business strategies and best practices required to reach and engage broader, diverse audiences and better serve their local audiences' needs.

Digital technologies have dramatically changed the American media landscape. With the proliferation and polarization of media outlets, audiences now must navigate when, on what platform, and whom they trust to provide timely, reliable, high-quality content, to inform the decisions that affect their families and communities. As technology evolves amid this hyper-fragmented landscape, the needs and expectations of audiences will continue to change. Rising to that challenge requires public media to invest in shared technology that reduces redundant costs and labor across the system, while also enabling stations to engage more effectively with audiences across the rapidly growing range of digital channels—from websites to apps, new streaming video platforms to smart speakers.

CPB is investing in new technologies and organizational change to ensure that the public media system remains relevant in the 21st-century; however, an increased appropriation is needed to improve the system's efficiencies, increased growth, and sustainability. With additional funding, CPB can invest in new foundational technologies and digital infrastructure that benefits the entire system, so that stations can then strategically focus their limited resources on continuing to create relevant local content and services. This investment will enhance our ability to deliver

content and experiences to audiences on the digital platforms of their choice, thus enriching their relationship with their local public media station.

Conclusion

Nearly 55 years after the passage of the Public Broadcasting Act, this uniquely American public-private partnership is keeping its promise to the American people by providing a safe place on-air and online where children can learn; providing high-quality educational content for teachers in the classroom, learners at home and on the go; and providing reliable and trusted news and information. Public media is clearly making a difference in the lives of individuals and communities across the United States as a trusted provider every day, including in emergency situations.

Private donations and existing funding sources can and do help defray costs for the much-honored programs of public television and radio. However, the federal investment is indispensable to sustaining the operations of public broadcasting stations, capitalizing on the benefits of an integrated system, fostering stations' public service mission and community-based accountability, and ensuring the universal access to which the Public Broadcasting Act aspires.

Response to House Committee Report 117-96, Continued Access to Public Broadcasting

House Committee Report 117-96 states, “*Continued Access to Public Broadcasting*.— The Committee recognizes the importance of continued access to public broadcasting in local communities. The Committee directs Federally funded public radio stations to engage in public-private partnerships with State and local entities, including nonprofits, in this effort. The Committee looks forward to information in the fiscal year 2023/2025 Congressional Budget Justification on how public private partnerships may be used to ensure continued access to public broadcasting in underserved areas.”

The entire public media system is built upon a public-private partnership, both nationally and locally. Locally, the establishment of a public broadcasting station begins in a community. After identifying available radio broadcast spectrum or a local radio station for sale, a local, non-profit organization can move to obtain a noncommercial educational license from the FCC for the station. In addition to identifying a new public radio entity, the community organization or not-for-profit institution license holder must raise funding (from public or private sources) to support the purchase of a new public radio license and the operational costs of the station.

CPB supports existing locally managed and operated public radio and public television stations that are supported by their community. Per the Public Broadcasting Act, CPB is to “ensure that all citizens of the United States have access to public telecommunications services.” Section 396(k)6(B) of the Act prescribes how CPB should financially support public television and radio stations, stating that Community Service Grant (CSG) funding must be “distributed to licensees and permittees of such stations in accordance with eligibility criteria (which the Corporation shall review periodically in consultation with public radio and television licensees or permittees, or their designated representatives) that promote the public interest in public broadcasting, and on the basis of a formula.” Annually, all CPB-supported stations must raise non-federal financial support (NFFS), the “private” part of public media’s public-private partnership, in order to be considered for CSG support.

The Public Broadcasting Act limits the federal share of the total revenues for public broadcasting to 40 percent. This cap was enacted not only to protect against undue governmental control, but also to act as a guarantee of continuing support. With a stable and continuous source of federal funds, it was felt that public broadcasting would be able to leverage additional donations from other sources. Historically, the federal share of funding has never approached the 40 percent envisioned in the Public Broadcasting Act. After reaching its highest peak of 18.8 percent in 1994, the federal share has declined to approximately 13.1 percent in FY 2020. In large part, this is a testament to public broadcasting’s success in leveraging the federal appropriation. However, federal funding remains an irreplaceable part of the fabric of the national-local, public-private partnership that is the foundation of public media’s success.

Response to House Committee Report 117-96, Diversity in CPB Funded Programming

House Committee Report 117-96 states, “*Diversity in CPB Funded Programming.*— Diversity in CPB Funded Programming.—The Committee recognizes the importance of diversity and inclusion in federally funded public media in television and radio programming. The Committee requests CPB include in its fiscal years 2023/2025 Congressional Budget Justification information on its diversity and inclusion efforts, including programming supported by funding from the Corporation, as well as professional development opportunities and services provided by CPB for individuals from underrepresented communities.”

Public media stations and national organizations are trusted providers of news and educational and cultural programming that serve our diverse nation and help inform civil discourse, which is essential to American society. In the words of the Public Broadcasting Act, one of public broadcasting's greatest priorities is to address “the needs of unserved and underserved audiences, particularly children and minorities.” CPB is committed to maintaining a public service media system that draws on the broadest possible range of cultural and social perspectives of the individuals who make up our nation. To achieve this mission/goal, CPB supports and encourages the development of content that addresses the needs of unserved and underserved audiences.

More than a decade ago, CPB’s Board of Directors and management worked together to develop a strategic framework to steward the federal appropriation. It is called the “Three Ds”— diversity, digital, dialogue – and reflects its commitment to inclusion, innovation, and community engagement. CPB is committed to fostering inclusion, ensuring that public media connects to the lives of all Americans in terms of race, ethnicity, gender, geography, socioeconomic status, ability, and viewpoints. CPB uses this “Three D” framework to guide its grant-making decisions and help public media remain true to its mission and values.

CPB helps America's public media organizations and stations support and encourage filmmakers and storytellers to reflect the diversity of our nation and stations' local communities through the content they develop and the voices and stories they feature. CPB’s funding helps develop and elevate filmmakers and storytellers who reflect the diversity of our nation and the local communities that stations serve. Through these investments, CPB strives to promote a sense of connection to and belonging in the public media system.

One way CPB meets the needs of diverse communities is by providing funds to five entities that make up the National Multicultural Alliance (NMCA): Center for Asian American Media (CAAM), Latino Public Broadcasting (LPB), Black Public Media (BPM), Pacific Islanders in Communications (PIC) and Vision Maker Media (VMM), as well as other producers providing unique programming for radio listeners. Generally, the NMCA works to increase the number and quality of content by and about underrepresented groups within the public media system and helps train and develop diverse talent.

The NMCA play a vital role within public media, within their communities, as well as in the careers of the filmmakers they support. Each Alliance member takes the needs of their community into account when developing their organizational goals and strategies. NMCA

organizations provide production funding for content and are often the first funding diverse filmmakers will ever get for their project. The NMCA also help producers interface with the public media system by introducing them and their projects to local stations, PBS, and major series such as FRONTLINE, NOVA and American Experience. This is an important pathway for diversifying public media's national offerings. In addition, they are public media's trusted cultural navigators providing insight into the multiplicity of perspectives that exist within their communities. For instance, Vision Maker Media works to give voice to tribes across the country, and a pillar of CAAM's work is discovering and supporting Asian American stories and storytellers from the South and rural communities.

Another important part of their work is bringing diverse audiences into public media by developing strategies that directly engage communities. For example, Latino Public Broadcasting has built a network of stations that activate their communities around LPB content. *Latinos are Essential* has been used across the country to discuss the important role Latinos have played and continue to play during the pandemic. The Center for Asian American Media is developing resources to help stations use the series *Asian Americans* to hold conversations on rising hate crimes, and Black Public Media has created a film club in partnership with the Smithsonian Affiliate, the Museum of the African Diaspora.

Further, a distinguishing feature of the NMCA is that there are many filmmakers that they have supported from the very early stages of their careers through to more advanced levels of executive producing. With that broad level of support, many filmmakers that they have mentored over the years are called upon to mentor others.

Through longstanding CPB support, the National Multicultural Alliance has become an important part of the public media system-- its stories and work are woven into the fabric of the system. In FY 2021, CPB increased funding to each of the NMCA members by \$500,000 which brought CPB's annual total support to more than \$9 million, representing a 37 percent increase. With the "Three D's" ever present in CPB's decision-making, the NMCA is one important way CPB invests in authentic storytelling, but it is not the only way. CPB also supports:

- The Independent Television Service (ITVS), provides independent producers with financial, production, and promotional support for their projects which, in turn, offers non-fiction broadcast and digital programming to the public media system. ITVS curates the primetime broadcast series *Independent Lens*, public television's largest showcase of original documentary films, and expands the documentaries' impact through targeted engagement strategies.
- The WORLD Channel, whose mission is to tell the personal stories behind the headlines that help us understand conflicts, movements and cultures that may be distinct from our own. WORLD Channel is not only committed to distributing diverse content but they also work closely with filmmakers to develop content and to provide introductions and funding where necessary;
- Radio Bilingue, the leading Latino public radio network and content producer for the public media system;

- The Koahnic Broadcast Corporation, located in Anchorage, strives to be the leader in bringing Native voices on radio to Alaska and the nation; and
- Firelight Documentary Lab, a flagship mentorship program that seeks out and develops diverse filmmakers providing filmmakers with one-on-one support, funding, professional development workshops, and networking opportunities. Since 2017, Firelight has worked with more than 100 diverse filmmakers and ushered 15 films to the national schedule. Their digital content has been distributed nationally through an investigative fellowship with FRONTLINE and a series with American Masters called MASTERS IN THE MAKING that focused on up-and-coming diverse creative artists who are making an impact.

Further, CPB provides Community Service Grants to 140 minority public radio stations and provides further support to these stations through funding to Native Public Media, and for UnderCurrents as well as for other organizations that provide stations with additional capacity. These organizations assist stations with fundraising, programming, and other efforts to enhance public service to diverse communities. Funding for these stations' services provides needed capacity to stations operating in unique and challenging environments. For example, in Native American communities, CPB provides community service grants to 64 local public radio stations that transmit tribal culture and languages, electoral information, health and economic news, and serve as emergency lifelines. Tribal lands are among the most remote and least connected areas in the nation. Without CPB's grants to stations such as these, many Americans would lack access to information and basic educational services.

To foster an inclusive and diverse workforce and on-air talent, CPB has funded projects such as:

- GBH's Next Generation Leadership Program, the Firelight Documentary Lab for diverse and emerging media makers, and the Jacquie Jones Memorial Scholarship Fund to support media projects created by diverse filmmakers.
- WNYC's Werk It podcast festival provided training, opportunities for employment, and additional support to women in podcast production with the goal to diversify public media and podcasting. The CPB-funded Talent Quest Public Radio competition discovered Glynn Washington, host of Snap Judgment, which airs on over 400 public media stations, and Al Letson, creator and Executive Producer of State of the Re:Union and host of Reveal, from the Center for Investigative Reporting and PRX.
- The Public Media Village at the National Association of Black Journalists and Unity Conferences which seeks to recruit journalists of color into public media.
- Public media participation in industry conferences such as the National Association of Latino Independent Producers (NALIP) Media Summit and AFI Docs, which bring together diverse content creators and industry leaders to explore trends in media and filmmaking.

- The Public Media Executive Fellowship provides work experience with the CPB executive team for recent college graduates from diverse backgrounds. Opportunities to apply are announced on the CPB jobs page.

To attract diverse audiences to public media, CPB supports the development of innovative content and formats including:

- Urban Alternative public radio. With support from CPB, Chicago Public Radio implemented a new format in its Vocalo programming stream in 2007 to connect with young, multicultural audiences through an appealing mix of new and local music complemented by fresh on-air talent, community engagement, and community-based programming. And in 2021, CPB awarded grants totaling \$1.3 million for three public radio stations to implement the Urban Alternative format to connect with young, multicultural audiences. The grants went to Jackson, MS (WJSU), Milwaukee (Radio Milwaukee), and Minneapolis (Minnesota Public Radio).
- Audio content for young and diverse audiences. Latinos make up nearly half of the Los Angeles region. With CPB support, Southern California Public Radio is developing new ways to reach younger, Latino audiences by increasing Latino on-air hosts, producers, and production staff. LAist Studios, SCPR's podcast development and production division, is empowering up-and-coming content creators to produce innovative, on-demand content and engage audiences seeking connection, information, and entertainment. CPB also supported the development of SCPR's daily two-hour public affairs program "Take Two."

A listing of diverse content and content produced by minorities can be found at <https://www.cpb.org/diverseaudiences>.

The Corporation for Public Broadcasting is an equal opportunity employer that does not discriminate on the basis of race, creed, color, religion, national origin, ancestry, age, disability or handicap, sex, gender identity, marital status, sexual orientation, or any other characteristic protected by applicable federal, state, or local laws. CPB's Board of Directors reviews and approves an annual affirmative action plan for CPB management and staff, and CPB hiring practices include an emphasis on diversity in recruitment and interviewing. CPB is currently working with the Medici Group with the goal of building on our long commitment to diversity, equity, and inclusion (DEI) and advancing DEI practices throughout CPB and public media.

Public media has a long track record of supporting diverse content and filmmakers, and we are committed to ensuring that the public media system remains relevant by fully embracing diversity and inclusion as we continue to respond to the educational, informational, and civil society needs of all Americans.

FY2023 Interconnection/System Support (6%) Request

As the steward of the federal appropriation, CPB is responsible for ensuring taxpayer funding is spent efficiently and effectively. CPB's request of Congress to allow CPB to use the interconnection appropriation as the primary means to fund CPB's statutory 50 percent interconnection operations obligation would increase the impact of CPB's funding. Should the interconnection appropriation be unavailable or insufficient, CPB would use its 6% fund to fulfill its statutory obligation in supporting the interconnection systems. Since NPR's operating costs are not currently funded by the 6% fund, this funding modification would not have an immediate impact on the PRSS operational budget.

After a decade of level funding, CPB is facing increasing stress on its 6% fund. Demands are outpacing the available resources, even when factoring in the increase enacted in the base appropriation over the next two years.

CPB currently pays \$4 million to public television stations out of the 6% fund to fulfill its statutory obligation to pay half of interconnection operations. In addition, the Public Broadcasting Act also specifies that CPB support music royalties (a growing cost that already represents the largest single claim on the 6% fund), grants for non-English station broadcasts, and station employee training from the 6% fund. In accordance with the Act, CPB also supports many projects and activities to enhance public broadcasting, as available funding permits from the 6% fund, including ITVS and WORLD Channel operations, investments in PBS LearningMedia, local and regional journalism collaborations and other education initiatives, support for digital immersion and digital culture accelerator initiatives, system and station collaborations and consolidations, public safety projects, system-wide professional development, and other initiatives aimed at fostering sustainability.

CPB has funded the operational costs of the television interconnection system from the 6% fund based on a 1981 Congressional mandate, which was established before the separate interconnection appropriation was contemplated. In recent years, as content distribution technology has evolved, interconnection costs have shifted away from capital expenditures (CAPEX) toward primarily operational expenditures (OPEX). CPB needs to address this transition as the Public Broadcasting Act delineates between the two types of expenditures and how each is funded. Today, for example, the Public Radio Satellite System (PRSS), based at NPR, funds public radio's interconnection operating costs, in part, by leasing excess satellite capacity. In the future, as PRSS decreases its reliance on satellite distribution, that revenue stream will diminish, and PRSS may need CPB to fulfill its statutory obligation to pay 50 percent of its interconnection operating costs. Without this proposed change, CPB must cover the 50 percent interconnection operating expense solely out of the 6% fund.

Allowing the operational costs for interconnection to also be financed out of the separate interconnection appropriation is necessary for the long-term health of the entire public media system. This move would allow CPB to make further investments in local and regional journalism collaborations, public safety projects, and professional development initiatives from the 6% fund.

Further, allowing the statutory requirement to fund 50 percent of interconnection operational costs from the interconnection appropriation, in addition to the 6% fund, would aggregate all costs for interconnection (operational and capital) in interconnection budget proposals and provide helpful transparency and flexibility to address the systems' needs. This proposal would not only provide a more direct and transparent accounting of interconnection costs to OMB and Congress, but also to the public media system.

Background: History of Interconnection Operations and CPB System Support (6%)

When Congress amended the Public Broadcasting Act in 1981, it included a provision that reduced television Community Service Grant (CSG) funding from 80 percent to 75 percent. To counter the loss of funding directly to stations, Congress added a provision requiring CPB to pay for 50 percent of the cost of interconnection facilities and operations out of the 6% fund.

In 1988, Congress again amended the Public Broadcasting Act. One amendment established the Satellite Interconnection Fund, a separate appropriation that CPB used to fund the capital costs of the satellite interconnection system from FY 1991 until Congress ceased appropriations to the Satellite Interconnection Fund over a decade ago. Since then, Congress has made separate appropriations for the capital costs of periodic interconnection system replacements and upgrades.

In 1981, public radio stations voted to assume full financial responsibility for the operating cost of public radio interconnection and approved an agreement among NPR, CPB and stations. This vote eliminated public radio's reliance on CPB's 6% appropriation to fund annual interconnection operating costs. Since then, the Public Radio Satellite System (PRSS) has covered its own operating expenses using income derived from fees paid by participating stations and program producers. This revenue is supplemented by sales of excess satellite capacity funded by the federal investment in PRSS to non-public radio customers that help to offset costs to public radio users.

FY 2025 PROPOSED APPROPRIATIONS LANGUAGE

Federal Funds

CORPORATION FOR PUBLIC BROADCASTING

For payment to the Corporation for Public Broadcasting (“CPB”), as authorized by the Communications Act of 1934, an amount which shall be available within limitations specified by that Act, for the fiscal year [2023] 2025, \$565,000,000: *Provided*, That none of the funds made available to CPB by this Act shall be used to pay for receptions, parties, or similar forms of entertainment for Government officials or employees: *Provided further*, That none of the funds made available to CPB by this Act shall be available or used to aid or support any program or activity from which any person is excluded, or is denied benefits, or is discriminated against, on the basis of race, color, national origin, religion, or sex: *Provided further*, That none of the funds made available to CPB by this Act shall be used to apply any political test or qualification in selecting, appointing, promoting, or taking any other personnel action with respect to officers, agents, and employees of CPB.

In addition, for the costs associated with replacing and upgrading the public broadcasting interconnection system, including the costs of interconnection facilities and operations under subsections (k)(3)(A)(i)(II) and (k)(3)(A)(iv)(I) of section 396 of the Communications Act of 1934, and for other technologies and services that create infrastructure and efficiencies within the public media system, \$60,000,000: *Provided*, That such amounts shall be in addition to any other funds available for such purposes.

Report Language

The Committee proposes an advance appropriation of \$565 million for the Corporation for Public Broadcasting (CPB) for fiscal year 2025. In 1975, Congress first agreed to begin providing CPB with a two-year advance appropriation to support long-range financing planning and to insulate programming decisions. This commitment of future federal dollars helps leverage investments from other sources and gives producers essential lead time to plan, design, create, and support programming and services.

The Committee understands that as content distribution technology continues to evolve, with less distinction between capital and operational expenditures, so should funding mechanisms. Congress permits CPB to use the interconnection appropriation as a means of fulfilling its 50 percent interconnection operation expense obligation to radio and television stations. While the amendment from 1981 requiring CPB to pay for 50 percent of interconnection facilities and operations remains critical, the separate appropriation provided to CPB for interconnection and infrastructure allows for both capital and operational costs of the interconnection systems.

SECTION II—Interconnection Funding Request

For FY 2023, CPB requests a \$60 million appropriation, a \$40 million increase, for the further costs associated with replacing, and upgrading the public broadcasting interconnection system, both television and radio, and for other technologies and services that create infrastructure and efficiencies within the public media system.

This request, if fully funded, would signify a landmark investment in the public media system. A \$60 million appropriation beginning in FY 2023 would ensure that every public television and radio station, no matter its size or location, could provide its community a public media experience on par with the technology used by commercial media.

The \$60 million appropriation would support continued investments in the public television and radio interconnection systems and new shared technologies and services including: cybersecurity; data analytics and business intelligence; and a content delivery network (CDN). During a system consultation discussing this request, one participant referred to these proposed shared infrastructure projects as “fundamental building blocks” for our nation’s public media service.

In response to OMB and Congress’ request for more regular appropriations for interconnection, CPB has moved to an annual, separate appropriation for interconnection. Working with PBS, NPR, and system leaders, CPB is planning for future stages of interconnection work and additional investments in digital infrastructure that will create efficiencies within the public media system. The current annual \$20 million interconnection and infrastructure appropriation will not provide the resources needed to undertake additional future modernization projects, nor account for the addition of funding the cost of half of television interconnection operations from this appropriation as an alternative to the 6% fund to this account.

Maintaining our interconnection appropriation at a steady state of \$20 million and funding only interconnection-related expenses would prevent CPB from being able to contribute any further resources to digital infrastructure projects. As such, CPB will reach a deficit in FY 2028 of \$2 million. If Congress provides CPB the ability to fulfill its statutory obligation to cover half of public television interconnection’s operational costs from this appropriation, then the deficit would grow to approximately \$18 million in FY 2028.

	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
REVENUE												
Appropriations	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000
ENCUMBERED												
TV IX Stage 2 Execution (4 Years)	71,098,000											
Single Sign On (3 years)	2,360,000											
Centralized CMS (3 Years)	6,965,000											
PBS Stage 1 De-obligation	(11,514,610)											
PROJECTED												
TV IX Stage 3-6 Execution (3 Years)					54,000,000			54,000,000			54,000,000	
Radio IX Stage 2 Execution (3 years)		18,500,000										
Radio IX Stage 3 Execution (3 years)					18,500,000			18,500,000			18,500,000	
BALANCE	21,113,268	22,613,268	42,613,268	62,613,268	10,113,268	30,113,268	50,113,268	(2,386,732)	17,613,268	37,613,268	(14,886,732)	5,113,268

At \$20 million a year, the deficit, as forecasted, would be erased in FY 2030, but there would not be enough reserves accumulated to pay for future stages of interconnection for television and radio in FY 2031. The forecasted deficit in FY 2031 would be six times larger than in FY 2028. These cyclical deficits would only continue to grow in the out years.

A \$60 million appropriation starting in FY 2023 would cover all interconnection costs, including half of public television operations cost, which CPB forecasts at \$4 million as well as critical investments in new shared infrastructure.

Further, an increase in the interconnection and infrastructure account indirectly increases local stations' budgets. By providing the digital services and technologies outlined below at scale, stations could reduce or eliminate funding currently allocated for these projects. This will also enable stations to focus on providing educational, informational, and public safety services to their communities rather than investing in technologies that could be shared across the system. Moreover, small stations and rural stations would greatly benefit from larger investments in shared infrastructure as they do not now, or may never, have the resources to acquire these technologies.

Public Television Interconnection

As the steward of the federal appropriation, CPB seeks to ensure that federal appropriations for public broadcasting are spent in the most cost-effective and technologically efficient manner possible on behalf of the public media system and the American people. CPB and PBS, in working with outside technology experts, review strategic technology opportunities when planning for a practical and flexible interconnection system that meets the system's needs today and tomorrow.

The ongoing modernization of PBS' television interconnection system is based on updated technology that leverages broadband Internet Protocol (IP) networks, cloud solutions and software-based architecture. These technologies provide the public television system with the ability to meet new business requirements and take advantage of innovations in content delivery. Correspondingly, the deployment has been broken into various program parts: Stage 1, which is completed, included transitioning the non-linear, non-real time (NRT) file delivery portion of the interconnection system to a terrestrial, cloud-based system; Stage 2, which is underway, adds the delivery of linear and live content, with later stages to be defined as business and technology needs evolve. Each stage uses and builds upon the previous Stage, creating an efficient and flexible interconnection infrastructure to meet present and future needs.

In June 2020, PBS submitted a proposal to CPB requesting funding to continue the services it has been providing in Stage 1, and for the development and deployment of three new essential services in Stage 2: support for select NPR sites to utilize the terrestrial network built in Stage 1; the delivery of live/linear content over the terrestrial network built in Stage 1; and the delivery of station channels to digital partners.

Currently, PBS is working with NPR to provide terrestrial transport services to 41 public radio sites that are co-located with public television stations, including 39 joint licensees. In addition, PBS is moving forward to migrate the delivery of live/linear content from satellite to terrestrial.

In Stage 2, PBS will add the ability of stations to deliver live streams of their channels to digital partners as an essential new service, while maintaining satellite stream delivery as a backup to their terrestrial system. This will ensure the continued relevance of public media as audiences access streamed content at rates greater than ever before.

As this work is undertaken, PBS is also mindful that significant technological developments will require infrastructure changes on the part of PBS, stations, and distributors. The broadcaster transition to the Advanced Television Systems Committee (ATSC) 3.0 or NextGen TV digital transmission standard will require the interconnection system to support and deliver supplemental content and functionality, such as multicast channels and access to related information, enhanced public safety alerting, expanded accessibility for the hearing impaired, and higher quality audio and video. As part of this, an upgrade to signal processing and related technical modifications will be necessary to accommodate the distribution of media in the emerging format of 4K Ultra HD.

Public Television Interconnection Finances

In continuing to steward these dollars efficiently, CPB employed One Diversified, LLC in 2019 to act as CPB’s independent expert on interconnection. During the past two years, Diversified conducted financial, structural, and functional assessments of the existing interconnection systems operated by PBS and PRSS. It evaluated the technical infrastructure of these systems for efficiency, effectiveness, and present and future adaptability.

Generally, Diversified found PBS’s approach to be “reasonable, appropriate, and consistent with industry standards.” Specifically, Diversified found a high level of station satisfaction with the current system. It also found near unanimous station support for the implementation of sIX Stage 1, PBS’s management of the project, and the customer support they received from the managed service vendors. In July 2020, the CPB Board of Directors authorized CPB management to enter into an agreement for Stage 2 deployment with PBS, providing up to \$71.1 million.

The Stage 2 budget, which covers four years of expenses, breaks down as follows:

Ongoing Maintenance and Management Services	\$50,357,258
System Deployment and Product Activities	\$8,725,854
PBS Project Staff and Contractors	\$9,427,504
Occupancy Expenses	\$603,854
<u>Indirect Expenses</u>	<u>\$1,983,038</u>
Total Grant Budget	\$71,097,508

Public Radio Interconnection

The federal appropriation allows the current satellite-and-Internet delivery system to be refreshed, rehabilitated, and maintained with next-generation equipment and software. More efficient design and improved technologies have enabled development of a cost-effective system.

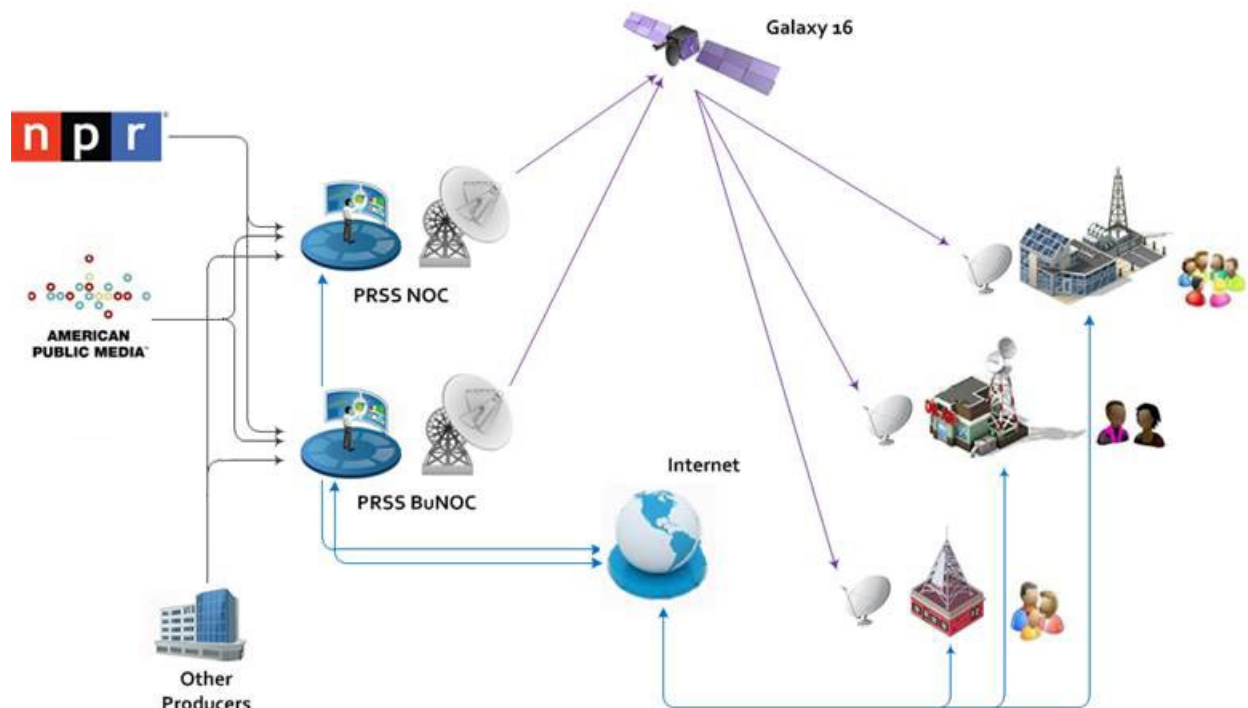
During the first stage of refreshing the interconnection system, the number of C-Band satellite transponders was reduced from four to one, resulting in significant cost savings. Improvements in compression technology have allowed one transponder to serve all individual PRSS public

radio stations as well as station and regional public radio networks. The current PRSS infrastructure distributes most content to local stations using one transponder on Intelsat's Galaxy 16 satellite. The term of the lease agreement is through the life of the Galaxy 16 satellite (currently projected to remain operational until about January 2029) and may be extended for the Galaxy 16 replacement satellite. In addition, NPR will continue to lease some Ku-Band satellite transmission capability from Intelsat for regional networks that require it.

NPR plans to continue to lease satellite transmission capability from Intelsat. Satellite pricing by an outside vendor also found that PRSS's current Galaxy 16 satellite lease is preferred to alternatives from other carriers because of transponder availability, minimum disruption to PRSS and NPR operations, protection, and competitive pricing. Further, the contract extension price terms are less than the currently quoted market price for a single C-Band transponder lease on the same satellite.

NPR Distribution and PRSS have recently finished replacing and upgrading certain equipment on the ground, at PRSS network head ends, known as the Network Operation Center (NOC) in Washington, DC, and the Backup Network Operation Center (BuNOC) in St. Paul, Minnesota, and at selected interconnected local public radio stations.

Each of the nearly 400 interconnected local stations received new satellite receivers during the fall of 2020. The new receivers are designed to be able to receive content via satellite or terrestrially via IP protocols (though not simultaneously) and are connected to the NOC and BuNOC. This enables the receivers to be flexible in the technology used for distributing content for broadcast. Potential new features include technologies that allow two-way communication and more efficient use of bandwidth and automation to enhance operations at local stations. The per-unit cost of these receivers is lower than those replaced because of advances in technology. In addition, a local station's satellite antenna and related ground-system equipment will be replaced as maintenance requires.



New Public Radio Interconnection System Architecture

Public Radio Interconnection Finances

The most significant savings result from downsizing the satellite capacity was to reduce the number of transponders for a 70 percent savings in that cost category. Network Project Support is increasing slightly – about 2.5 percent – due to salaries and cost-of-living increases. Ground System Refurbishment is increasing slightly for two reasons: first, based on experience in the current project, there will need to be a second refresh of some equipment during later years of the project as technology changes; and second, the budget accounts for refreshing four software environments.

The Stage 1 budget, which covered four years of expenses and ended on September 30, 2021, breaks down as follows:

Satellite Capacity	\$3,578,152
Network Project Support	\$7,421,058
Receiver Rollout	\$2,736,500
Head-End Build	\$11,218,210
<u>Station Antennas & Related Equipment</u>	<u>\$891,932</u>
Total Grant Budget	\$25,845,852

In February 2022, CPB and NPR signed a \$3.686 million, one-year extension of Stage 1. They continue to work together to refine plans for Stage 2.

Other Shared System Technology

While mindful of interconnection funding needs, CPB is also exploring investments in other technologies and services that will benefit and create scale and efficiencies for the larger public

media system. Our 2017 Digital Infrastructure Assessment, conducted by Cognizant, a third-party technology solutions expert, included recommendations to build out a suite of interoperable digital platforms and solutions. This would create more effective and efficient uses of such platforms, services, and tools to better serve the growing and dynamic needs of digital audiences.

Specifically, with a \$60 million appropriation for this account, and in addition to funding radio and television interconnection systems, CPB would look to fund the following shared technology projects:

Cybersecurity Resilience Governance & Tools

In recent years, the risk of cyber-attacks has increased dramatically. As media companies embrace technologies that enhance their audiences' experience and meet their expectations, the opportunities for cyberattacks will further increase. With increased levels of technology to monitor, CPB needs to fund, and the public media system needs to implement, cybersecurity tools and services to increase protection of the public television and public radio networks, beginning at local stations.

Initially, CPB will commission a Vendor Data Management Analysis in FY 2023. This supply chain risk management assessment is critical to ensure stations' third-party vendors are not vulnerable to cyberattacks and backdoor entries into our nation's public safety infrastructure. This assessment will also provide stations best practices for considering and analyzing vendor proposals.

Subsequently, in FY 2023, CPB will support stations in implementing cybersecurity best practices, tools, and training. These critical investments will enhance the safety, security, and resilience of public alerts and warnings (national and local) that travel over public media's infrastructure. Providing these capabilities at scale across the public media system will also create a fortified infrastructure that will ensure public media can continue to operate as a trusted source of information and emergency services for the country.

Data Audit, Assessment and Recommendations- Data Readiness and Data Security

Before stations can utilize first-party identity data (i.e., personal user data such as name, email address, mailing address) in their targeted marketing and messaging campaigns, including on digital platforms such as Single Sign On (SSO) and Customer Relationship Management (CRMs), stations must have measures in place to secure, prepare and "ready" their data. These measures include assessing and determining the current quality and "health" of data, databases, and data repositories existing at public media stations. More importantly, this also includes an assessment of the level of data security employed by stations today, such as the data systems architecture; data access rules and protocols; and the technology and the security protocols and practices in place for data capture, data usage and data storage.

Included within a \$60 million appropriation, CPB will contract for a data privacy and security expert to assess each station's current state of data capture and storage to help identify all data assets currently used. This project will also help determine what data assets exist on platforms such as CRM, Contributor Partnership Development (CDP), and PBS Passport. Further, this assessment of data privacy and security practices and protocols currently in place at public media

stations will identify gaps and provide recommendations on what should be bolstered to meet data privacy laws, regulations, and best practices.

Single-Sign-On Service (SSO)

Public media's sustainability depends upon a better understanding of the behaviors and preferences of its audiences and users in order to serve more personalized content and user experiences. The first step in understanding those preferences is the ability to capture user identity. A Single-Sign-On Service will reduce login friction and move users from unknown to known by enabling digital audience members to use the same login credentials (username and password) across public media digital platforms. The collected data is never sold or shared with non-public media entities. This investment will create a more seamless content experience for public media's audience – wherever they are and on whatever device they are using. The total cost of the development and deployment of SSO over three years (FY21- FY23) is expected to be \$4,703,889 million. CPB has already obligated \$4,203,889 million to cover the first three years, with PBS and NPR covering the balance. After this three-year period, the costs to continue SSO will include license fees, technical and design support, as well as ongoing management, integration, maintenance, and improvement costs.

Content Management System (CMS)

A Content Management System (CMS) is a software solution that facilitates creating, editing, organizing, and publishing content. In simplest terms, a CMS helps a content publisher or journalist build and modify a website (or web page, mobile app) without having to write all the programming code from scratch. In February 2021, CPB finalized a \$6.965 million grant to NPR to develop and deploy Phase 1 of an Enterprise CMS initiative across the public media system. This initiative, with support for joint licensees by PBS in current and future phases, will unify website publishing systems across public media, facilitating easier creation, collaboration and sharing of multimedia content among public media stations and producers.

Content Delivery Networks (CDN)

A CDN is a series of computer servers located in data centers throughout the country that help media organizations cost-effectively and efficiently distribute video on demand, audio, live streaming, and other types of content. A CDN improves the speed of delivery for content, reduces delivery latency and errors, and provides a consistent quality audience experience.

Analytics and Business Intelligence Platforms

In order for public media to be able to adapt to audiences' changing media habits and meet their expectations, CPB must fund a strategic approach to data management and data-driven operations across the public media system, including the costs for a data analytics platform (DAP), business intelligence platforms (BI) and data warehousing. These platforms will help stations make better editorial and content decisions; engage their audiences with more personalized content and communications; and drive conversion from unknown users to frequent visitors, loyal members, and repeat donors.

Customer Relationship Management (CRM) System

In the for-profit world, a Customer Relationship Management (CRM) System is a technology platform used by companies to store customer data and manage interactions with its customers,

streamline its processes, increase productivity, and improve its business relationships. For public media, an Enterprise CRM will enable stations to personalize their relationships with audiences – users, viewers, listeners, donors, and members.

Future Appropriations

As CPB plans to meet the public media system’s growing infrastructure needs, CPB will need to request incremental increases in future years for the interconnection and infrastructure appropriation. This appropriation would continue to support additional online streaming and on-demand platforms; necessary upgrades to the interconnection system that will be required as public television stations transition to ATSC 3.0 and, where appropriate, transition from satellite to fiber connectivity for parts of the public radio system, as well as cybersecurity upgrades. Further, it would support personalized experiences in public media that will expand audience horizons through a more tailored approach and allow stations to connect with their audiences in more relevant and effective ways. Given current funding, CPB will not be able to assume all the costs associated with these projects should they progress. In fact, without a substantial increase in the interconnection and infrastructure appropriation, CPB will not be able to provide any substantive support to any of these projects.

Conclusion

CPB is proud of its strategic planning and oversight in carefully stewarding taxpayer funding over multi-year contracts to benefit the public media system and, ultimately, the American people. This groundbreaking support would enable CPB to support shared infrastructure to gain efficiencies and resilience, realize significantly reduced costs for network services, and minimize risk as legacy practices by stations are discontinued. Without a substantial, sustained increase in CPB’s interconnection and infrastructure account, the public media system will continue to fall further behind commercial media consumer experiences and fail to meet public media’s users’ evolving needs and expectations. It also would devalue the federal investment through CPB’s base appropriation and ultimately put public media’s unique public-private partnership at risk.

These large, critical investments ensure that our nation’s public media system is constantly innovating, taking advantage of technological and budget efficiencies, and delivering content and services to Americans via a multitude of platforms and devices on which they consume public media’s robust content.

With Congress’ financial support, these projects, and those that build upon them, will help stations meet their public service mission for years to come, ensuring universal access to public media to which the Public Broadcasting Act aspires.

FY 2023 PROPOSED APPROPRIATIONS LANGUAGE

Federal Funds

CORPORATION FOR PUBLIC BROADCASTING

In addition, for the costs associated with replacing and upgrading the public broadcasting interconnection system, including the costs of interconnection facilities and operations under subsections (k)(3)(A)(i)(II) and (k)(3)(A)(iv)(I) of section 396 of the Communications Act of

1934, and for other technologies and services that create infrastructure and efficiencies within the public media system, \$60,000,000: Provided, That such amounts shall be in addition to any other funds available for such purposes. (Departments of Labor, Health and Human Services, and Education, and Related Agencies Appropriations Act, 2023.)

Budget Language

Interconnection—Technology and distribution systems have greatly evolved since Congress established the practice of funding public broadcasting interconnection. Recognizing technology’s power in creating further cost efficiencies across the public media system, the Committee recommendation includes \$60,000,000 for continued support of CPB in replacing and upgrading the public broadcasting interconnection systems and further investing in systemwide infrastructure and services that benefit the American people.

SECTION III-- Ready To Learn Funding Request

CPB Supports a \$30.5 million request for Ready To Learn in FY 2023

CPB joins with the public broadcasting community in supporting a \$30.5 million appropriation for Ready To Learn (RTL) Programming awards within the U.S. Department of Education. This request is level funding compared with the FY 2022 appropriation. The \$30.5 million in funding will enable public media to continue, and in some areas, to expand its work in:

- Supporting a new generation of children and their early learning needs through the production of new multiplatform content for functional literacy, critical thinking, collaboration, and “World of Work” skills.
- Scaling the development of gaming experiences featuring characters and learning goals that are consistent and connected across video and gaming platforms. Gameplay data and learning analytics will be utilized to systematically improve engagement and learning outcomes in games.
- Creating digital and real-world hybrid learning experiences that engage children and families around the theme of “Learn Together,” and support intergenerational and family learning at home, in virtual spaces, and in the community.
- Scaling an innovative network of local collaboratives so that increased numbers of communities may participate as “Learning Neighborhoods” and be better able to reach and serve children and families from low-income backgrounds.
- Experimenting with new digital and learning technologies that will increase reach, engagement, and accessibility of the content.
- Investing in local content development and related engagement supports so that more public media stations can produce original television, radio, web, YouTube, and mobile content in response to local community needs of children and families.
- Rigorous and scaled research studies of children, families, and communities that actively participate with RTL content and community-based learning experiences.

Ready To Learn--An Innovative School Readiness Solution

Across America, parents and education and community leaders recognize that high-quality early learning experiences play a vital role in improving school and career readiness prospects for our nation’s children, especially those children with the highest needs, who often stand to make the greatest gains. However, 52 percent of American children ages 3 to 4 do not attend formal preschool programs, a factor that influences socioeconomic differences in educational achievement (Annie E. Casey Foundation, 2021). Combine this situation with the fact that more than 10 million American children currently live in families with incomes below the federal poverty level—a known factor that can impede a child’s ability to learn and grow in healthy

ways—and it becomes clear that fresh and innovative approaches are needed to reach and enrich children wherever they live, play and spend time in the community (Children's Defense Fund, 2021).

In response to these significant early learning needs, leading partners from Congress, the U.S. Department of Education, the Corporation for Public Broadcasting, and PBS have joined forces on Ready To Learn. This innovative public media initiative supports the school readiness of our nation's youngest learners, ages 2-8 years, especially those who come from low-income backgrounds. This work is carried out both nationally and locally in collaboration with leading children's producers, educational technologists, researchers, local public media stations and community partners. They each play an essential role in creating, evaluating, and distributing content that helps children from low-income families achieve on an educational level of their more affluent peers. Further, new Ready To Learn content will help children believe they have the ability to consider a wide range of career options, especially those options for which there is high underrepresentation due to gender, race/ethnicity, and disability.

Ready To Learn content is freely available to all U.S. households across the country. We are proud that Ready To Learn has maintained strong bipartisan support throughout its history, including during the reauthorization of the Elementary and Secondary Education Act in 2015.

A Track Record of Success

Ready To Learn builds upon a 25-year track record of success. Ready To Learn content reaches nearly 99 percent of U.S. households through the broadcast of local public television stations. Approximately 13 million children ages 2 to 11 view Ready To Learn television content designed to improve their early STEM and literacy skills, and more than 37 million children experience related interactive content and games via media platforms such as the Internet, mobile smartphones, and tablets. This extensive national reach is an important accomplishment of the project and illustrates the capacity of public media to support the school readiness needs of all children, especially those who do not attend formal preschool programs, or due to the pandemic, are unable to participate in face-to-face programs or even virtual learning experiences due to technology access barriers.

This media and related resources for educators and families comprise collections of high-quality preschool and early elementary school content that align with literacy and computational thinking learning frameworks that are based on state standards and other early learning goals designed to help advance children's socioemotional learning and executive function skills. Throughout the long and proven history of this program, Ready To Learn has evolved to successfully address some of the nation's most pressing educational needs regarding children's growth and development in a constantly evolving media landscape.

Following the 2005-2010 grant round, which focused on literacy, an independent, non-commissioned review of the educational effectiveness of Ready To Learn literacy content (Hurwitz, 2018) was conducted. This review found that children who consumed Ready To Learn-funded media gained the equivalent of 1.5 months of literacy development beyond typical

growth.¹⁵ These effects were comparable for both television and digital. This analysis also found that Ready To Learn literacy materials were particularly effective at promoting children’s vocabulary and language sound knowledge. Significant positive effects were also found for alphabet knowledge.

In the 2010-2015 round, Ready To Learn took on the curriculum area of early math and produced major new media properties including *Peg + Cat* for preschoolers and *Odd Squad* for elementary-age students. In the 2015-2020 cycle, the focus was on science inquiry and informational text literacy content to support new properties including the award-winning¹⁶ *Molly of Denali* and *Elinor Wonders Why* with additional support for creating interactive experiences through programs like *The Cat in the Hat Knows A Lot About That!* and *Ready Jet Go!*, This work employed design for learning principles to support increased accessibility for all children, as well as adaptive and interactive game mechanics that level and customize game play to meet children’s individual learning needs.

Through the 2015-2020 grant, public media also learned a great deal about what parents need to be successful in supporting their children’s learning through the use of media. The report, “What Parents Talk About When They Talk About Learning: A National Survey About Young Children and Science” (EDC/SRI 2018), based on in-depth interviews with more than 1,400 parents of young children ages 3 to 6, provided significant insights for developing content and engagement resources to help parents, especially parents from low-income households, extend their children’s learning. It also provided a foundation for assessing changes in parents’ attitudes and beliefs about science and literacy learning, as well as their child engagement practices around science and informational text literacy in several efficacy studies.

Rigorous randomized controlled trial (RCT) studies conducted by independent third-party researchers demonstrate the efficacy of RTL’s science and literacy content on child learning of targeted concepts, practices, and skills. For example, the EDC/SRI (2019) study found that exposure to *The Cat in the Hat Knows a Lot About That!* television episodes, digital games, and related resources for parents and caregivers has a positive impact on children’s understanding of physical science concepts related to the two core physical science ideas: matter and force. Similarly, the University of Rhode Island study of *The Cat in the Hat* TV episodes, games, and resources for the adults in kids’ lives (2020) found that children who were exposed for at least four weeks made gains in their understanding of the nature of science and engineering. In addition, findings from two studies of *Molly of Denali* showed that children exposed to television episodes, digital games, and resources for parents and caregivers made significant improvement in their informational text knowledge and skills.¹⁷

¹⁵ “Getting a Read on Ready To Learn Media: A Meta-analytic Review of Effects on Literacy,” by Lisa B. Hurwitz, 2018. She was a Ph.D. student at the *Center on Media and Human Development, Northwestern University* when she conducted this research. The study article can be found at: <https://onlinelibrary.wiley.com/doi/full/10.1111/cdev.13043>.

¹⁶ *Molly of Denali* has won the Peabody Award for Children’s and Youth Media, the Television Critics Award for Outstanding Achievement in Youth Programming, the Kidscreen Award for Best Inclusivity and the Shorty Industry Award for Best Multicultural Community Engagement.

¹⁷ The efficacy of digital media resources in improving children’s ability to use informational text: An evaluation of *Molly of Denali*; (EDC/SRI, April 2021)

Findings from the initiative’s extensive community engagement efforts underway in 30 communities across the country (EDC-SRI, 2020) revealed:

- RTL community programs helped children feel confident that they can do science, engineering (86%) and find, use, and create informational text (97%);
- RTL community programs increased children’s problem-solving skills, perseverance, and determination (90%), and skills for collaboration (90%);
- Molly of Denali Family and Community Learning increased children’s enthusiasm for finding, using, and creating informational texts, and improved children’s ability to find and use information from various sources;
- 73% of parents indicated their child used more science, more often to explore, build or understand the world;
- 67% of parents reported their child was more interested in science jobs after participation; and
- 96% of parents reported they felt more confidence helping their child learn science.

The key to the success of Ready To Learn is its national-local nature. Through public television’s unique national-local organization, the Ready To Learn initiative ensures broad distribution and use of proven-effective educational content through public media’s free broadcast and digital channels to every community and household nationwide. Further, through local station partnerships that provide strategically targeted outreach activities and family engagement resources, Ready To Learn delivers new tools to where they are most needed: low-income communities. This last-mile school readiness effort is conducted by education staff at public media stations together with local partners to support better families, teachers and community providers who work with children in home, school, and out-of-school settings.

A Strong Evidence Base

Through every phase of development and implementation, Ready To Learn’s math, literacy, and science and engineering content is rigorously tested and evaluated by experts to assess its impact on children’s learning. A body of more than 100 research and evaluation studies completed since 2005 of Ready To Learn literacy content, demonstrates that public media’s content engages children and enhances their early learning skills, and that children can make significant academic gains when taught through a combination of media. See Appendix G for highlights of *Ready To Learn Research and Evaluation Studies*.

Measurement of Ready To Learn’s success is based upon three primary government performance indicators: wide reach of content to children, quality of the content, and evidence-based research that demonstrates the impact of this content on children’s learning. In the case of reach, Ready To Learn’s influence is significant.

Evidence of Reach for Content

(Performance Measures, October 2020)

13 million.....Children ages 2 to 11 who viewed RTL science and literacy television content

- 37 million**Children who played RTL science and literacy web-based and mobile games
- 9 million**RTL mobile applications downloaded
- 67,000**.....Number of children, educators, and families that participated in on-the-ground community engagement activities implemented by stations and partners

Evidence of Learning Continues and Shapes Innovation

Ready To Learn continues to have a significant impact on children’s learning, as reported in numerous studies of the initiative, including the most recent meta-analysis that synthesized data from 45 evaluations of RTL literacy resources from 2005-2010 (N = 24,624 child participants) which found positive effects of RTL media exposure on young children’s literacy skills (Hurwitz, 2018). Then between 2010-2015, researchers found that children made significant gains in early math skills when they engaged with Ready To Learn’s newly produced math content and games. More recently, research from the 2015-2020 grant continued to find and report evidence of children’s learning growth in science and engineering, and informational text literacy.

Across these grant rounds, research teams have also found that RTL’s interactive content and technology resources have also resulted in improved parent understanding of their children’s development, increased family involvement in educational activities at home and other informal settings, and increased parent confidence in their ability to help their children learn. These findings have influenced the development of dynamic new family, educator, and community engagement models and tools, including the initiative’s Family and Community Learning workshops, Educator Professional Learning workshops, and a parent texting service.

Priorities for Ready To Learn, 2020–2025

In September 2020, the U.S. Department of Education awarded CPB and PBS a new five-year grant for Ready To Learn. The CPB and PBS proposal is a comprehensive, learning and engagement initiative called Learn Together: Connecting Children’s Media and Learning Environments to Build Key Skills for Success. CPB and PBS are supporting the creation of dynamic, new learning experiences produced by diverse media makers that will expose young children to career and workforce opportunities; helping them build vital functional literacy, critical thinking, collaboration, and “World of Work” skills and knowledge. At the same time, the project will help empower and equip parents, caregivers, and communities to support children’s learning and growth in these areas. Major deliverables for the five-year project include:

- Three new multiplatform television series and connected digital experiences that build knowledge and support the development of the project’s key skills in children ages two to eight, including:
 - Functional literacy, focused on use and comprehension of a variety of texts and oral, written, and social communication skills;
 - Critical thinking, focused on computational thinking, creative problem solving, and flexible thinking;
 - Collaboration, focused on social awareness and relationship skills including perspective taking;

- World of Work skills, focused on self-confidence, goal-oriented behavior, and task persistence; and World of Work knowledge, including exposure to a variety of careers and jobs.
- Four new short-form video series that support these key skills, including a collection of videos that highlight real people and PBS KIDS characters in various jobs and careers.
- Innovative new media, including two new podcast series for children and families, and experimentation with new digital experiences and learning technologies that will increase reach, engagement, and accessibility of the content.
- Digital and real-world hybrid learning experiences that engage children and families around the theme, “Learn Together,” and support intergenerational and family learning at home, in virtual spaces, and in the community.
- Forty public media stations, over the five-year grant cycle, will receive funding to work with schools, libraries, museums, businesses, and other stakeholder groups to empower the adults in children’s lives and provide the wraparound supports that enable families and children to engage in experiences that improve early learning.
- Formative testing to inform the early production phases of all broadcast and short-form series and digital games, as well as use of data analytics to iterate and improve on the media’s ability to deliver learning outcomes.
- Efficacy studies by the Education Development Center (EDC) and other research partners to determine whether the Ready To Learn Initiative moves the needle for children and families with respect to building the four Key Skills and inspiring children to explore the World of Work. Further, exploratory studies will provide new insights into the ways in which newer media and intergenerational media engagement can support children’s learning.

FY 2023 PROPOSED APPROPRIATIONS LANGUAGE

Federal Funds

DEPARTMENT OF EDUCATION- INNOVATION AND IMPROVEMENT

Of the amounts made available to the Department of Education Office of Elementary and Secondary Education for fiscal year 2023, not to exceed \$30,500,000 is available for Ready-To-Learn Television awards.

Budget Language

Ready-To-Learn Television

Provided for in Fiscal Year 2023, \$30,500,000 for Ready-To-Learn Television awards. Any funds appropriated above the awarded amounts to current grantees shall be distributed to current grantees in proportion to their overall grant awards. These additional funds shall be directed to further the reach and goals of the negotiated projects.

Appendix A

CPB Office of the Inspector General FY 2023 Budget

Congress established the Office of the Inspector General (OIG) in the 1988 amendments to the Inspector General Act of 1978. The OIG is an independent office within CPB, and the Inspector General is appointed by and reports to the CPB Board of Directors. The OIG's mission is to promote the efficiency, effectiveness, and integrity in CPB initiatives and operations by conducting independent and objective audits, evaluations, investigations, and other reviews. OIG is authorized 8.5 FTEs.

OIG is funded from CPB's administrative budget, which by statute is limited to no more than 5 percent of CPB's overall appropriation. In compliance with the IG Reform Act of 2008, P. L. 110-409, the following is the detailed breakout of the OIG's FY 2022 and FY 2023 budgets, based on CPB's projected advance appropriations for those years.

CPB Office of the Inspector General

	FY2022 Annual Budget	FY2023 Annual Budget	FY2023 Budget Increase
Employee salaries & benefits	1,562,350	1,562,350	0
Professional development/training	8,000	8,000	0
Consultant fees	25,000	25,000	0
Staff travel	70,000	67,500	(2,500)
Conference & registration fees	8,000	8,000	0
Telecommunications	6,000	6,000	0
Reproduction/external editing	2,000	4,500	2,500
Supplies & materials	1,500	1,500	0
Furniture & equipment purchases	800	800	0
Maintenance – software	10,500	10,500	0
Delivery services	1,000	1,000	0
Membership fees	9,000	9,000	0
Subscriptions/publications	1,200	1,200	0
Total	1,705,350	1,705,350	0

I certify that the amounts requested support the mission of the OIG, satisfy all training requirements, and include the funds necessary to support the Council of the Inspectors General on Integrity and Efficiency as a member OIG in FY's 2022 and 2023.

Kimberly A. Howell
Inspector General

Appendix B: CPB Appropriations History

(\$ in millions)

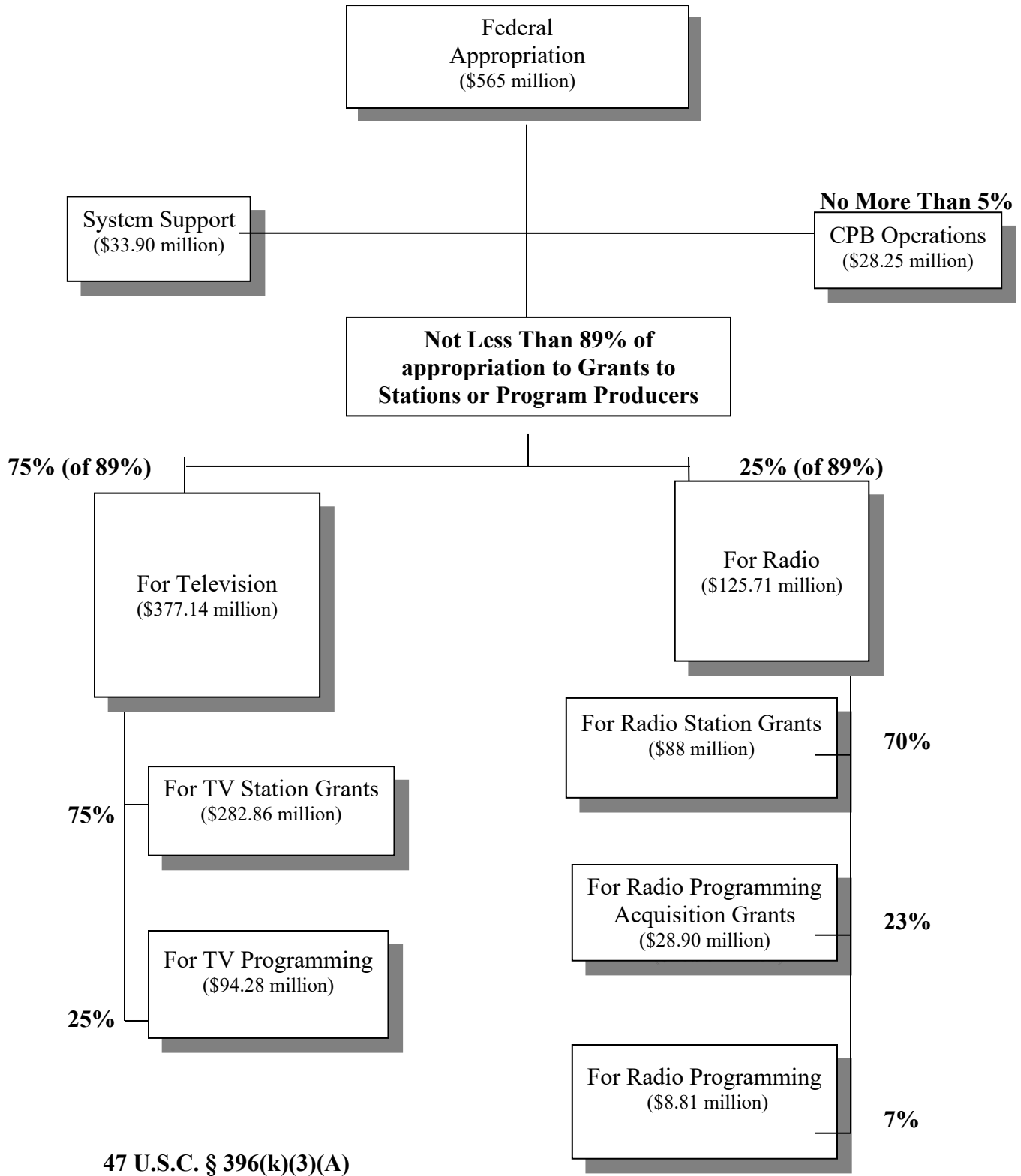
Fiscal Year	Administration Request (a)	Appropriation Received	Interconnection
2025	\$565.00		
2024	\$475.00	\$525.00 (in law)	
2023	\$30.00	\$475.00 (in law)	\$60.00 request
2022	\$30.00	\$465.00	\$20.00
2021	\$30.00	\$445.00	\$20.00
2020	\$30.00	\$445.00	\$20.00
2019	\$15.00	\$445.00	\$20.00
2018	\$15.00	\$445.00	\$20.00
2017	\$445.00	\$445.00	\$50.00
2016	\$445.00	\$445.00	\$40.00
2015	\$445.00	\$444.75	
2014	\$451.00	\$445.00	
2013	\$460.00	\$421.86	
2012	\$440.00	\$444.16	
2011	\$0.00	\$429.14	
2010	\$0.00	\$420.00	\$25.00
2009	\$0.00	\$400.00	\$26.64
2008	\$0.00	\$393.01	\$26.28
2007	\$0.00	\$400.00	\$34.65
2006	\$0.00	\$396.00	\$34.65
2005	\$0.00	\$386.88	\$39.68
2004	\$0.00	\$377.76	\$9.94
2003	\$365.00	\$362.81	
2002	\$350.00	\$350.00	
2001	\$340.00	\$340.00	
2000	\$325.00	\$300.00	
1999	\$275.00	\$250.00	\$48.00
1998	\$296.40	\$250.00	
1997	\$292.60	\$260.00	
1996	\$292.60	\$275.00	
1995	\$275.00	\$285.60	
1994	\$260.00	\$275.00	
1993	\$259.60	\$259.60	\$65.00
1992	\$242.10	\$251.10	\$76.00
1991	\$214.00	\$245.00	\$58.00
1990	\$214.00	\$229.40	
1987	\$186.00	\$200.00	

Fiscal Year	Administration Request (a)	Appropriation Received	Interconnection
1985	\$85.00	\$150.50	
1984	\$110.00	\$137.50	
1983	\$172.00	\$137.00	
1982	\$172.00	\$172.00	
1981	\$162.00	\$162.00	
1980	\$120.00	\$152.00	
1979	\$90.00	\$120.20	
1978	\$80.00	\$119.20	
1977	\$70.00	\$103.00	
TQ (b)	\$17.00	\$17.50	
1976	\$70.00	\$78.50	
1975	\$60.00	\$62.00	
1974	\$45.00	\$50.00	
1973	\$45.00	\$35.00	
1972	\$35.00	\$35.00	
1971	\$22.00	\$23.00	
1970	\$15.00	\$15.00	
1969	\$9.00	\$5.00	

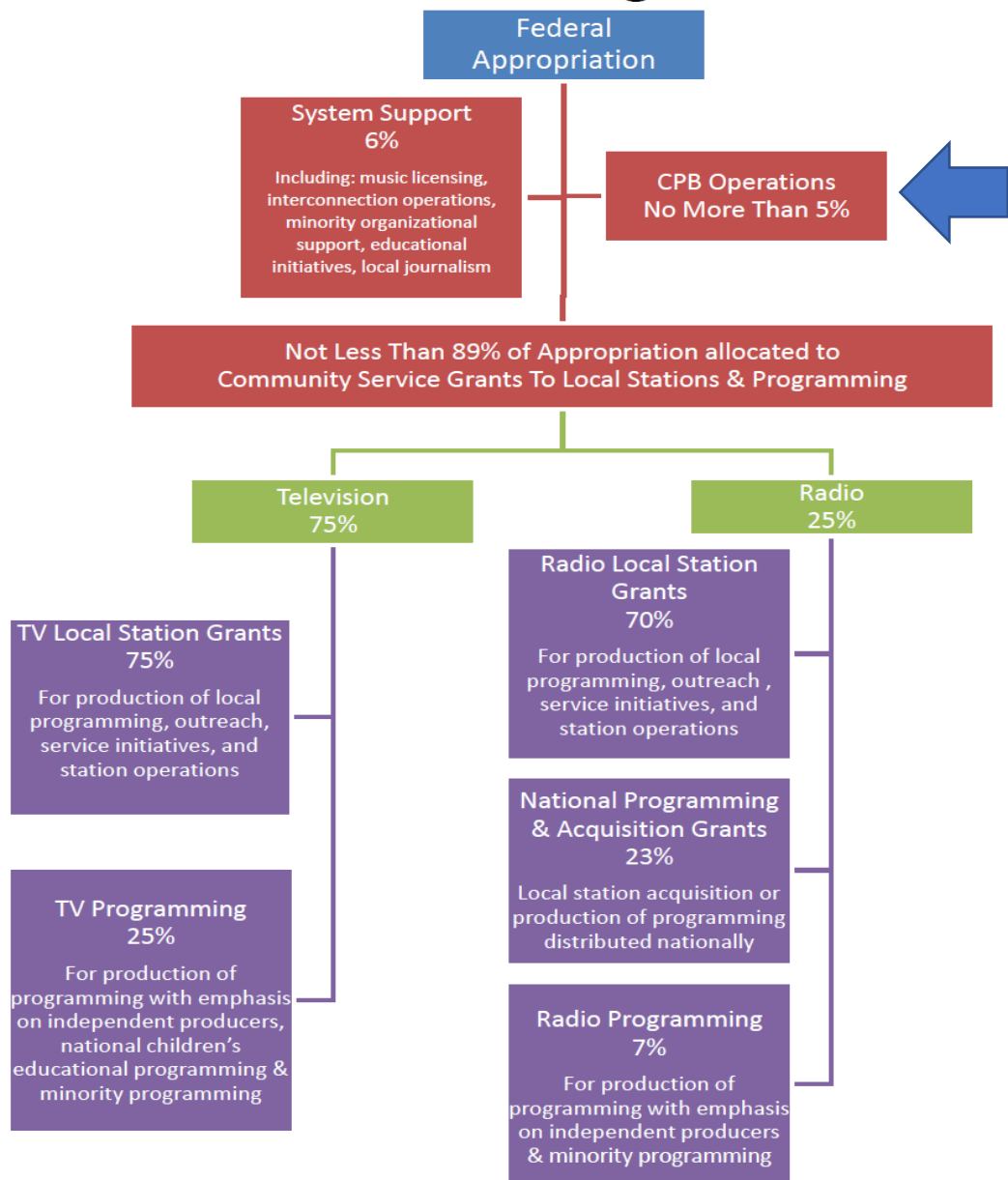
(a) Values reflect the Administration's request for two-year advanced funding, i.e.: FY 2023 funding was requested in FY 2021.

(b) Transition Quarter funding, during which federal budget year changed from July to September.

Appendix C – Formula for Allocating CPB’s Federal Appropriation
(FY 2025 Request)



CPB Funding Formula

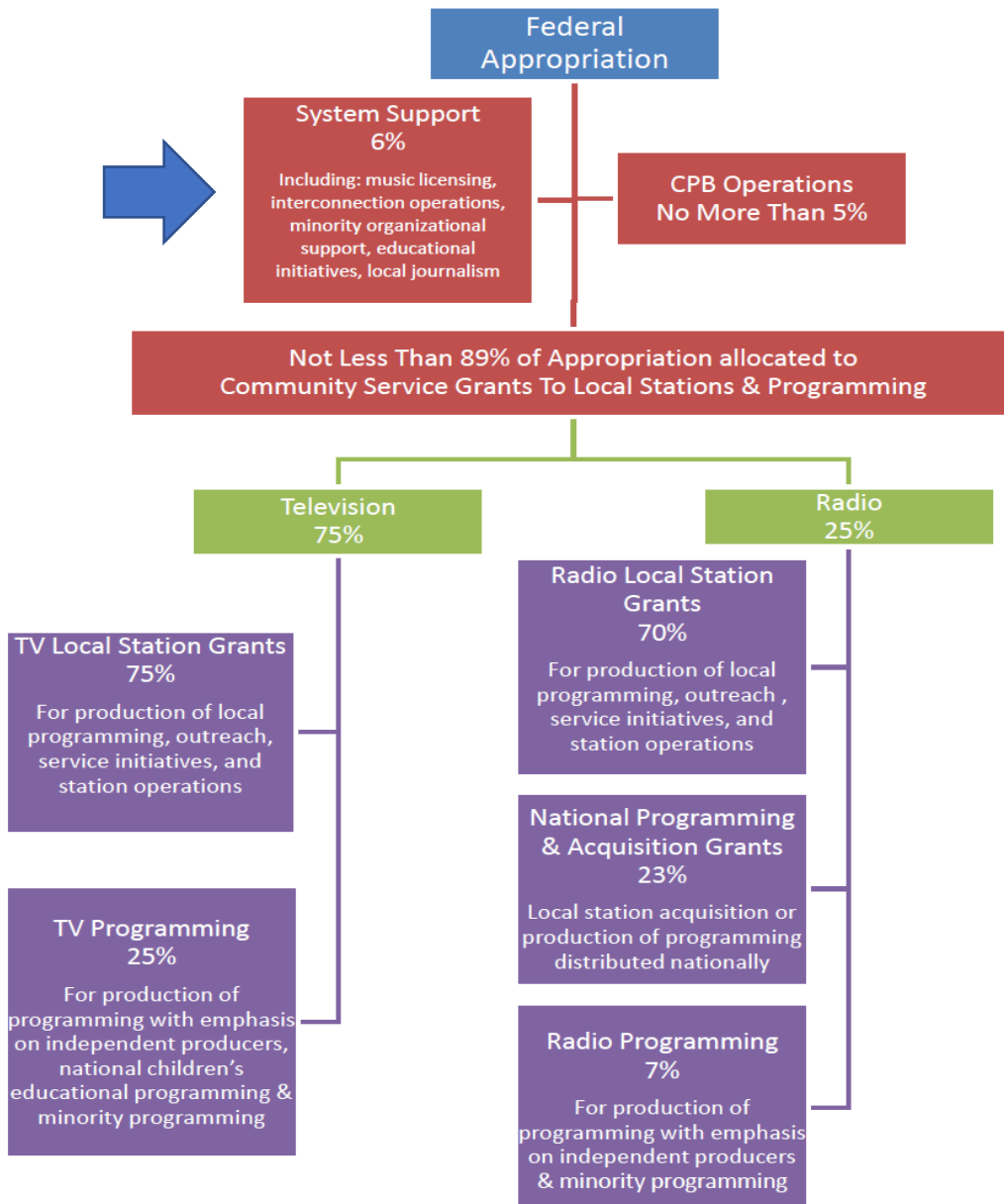


CPB Operations (5%)

- Rent
- Personnel
- Insurance
- General Operation Expenses

System Support (6%)

CPB Funding Formula



Core System Support

TV Interconnection Operation Grants
 Music Licenses
 Radio Minority Support
 Station Resource Planning Research

Professional Development

Public Media Workforce Collaborative
 DEI Support
 Leadership for Diversity and Inclusion
 Public Media Village
 Digital Accelerator Program Extension

Educational Content and Services

PBS LearningMedia
 PBS Distance Learning Support
 Local Innovations in Station Education Service
 American Graduate
 By/With/For Youth- "Inspiring Next Gen Public Media Audience"
 Children's Media Production Academy
 Student Reporting Labs
 Sesame in Communities

Journalism

Regional Journalism Collaborations
 Editorial Integrity and Leadership
 Newsroom Advantage-Report for America
 State Capital News Survey

Health and Efficiency of Public Media Infrastructure

Collaborative Operations & Services (COS) Grants
 Emergency Relief Grants
 SSO: Single Sign-On
 Public Safety Pilot Projects
 NextGen (ATSC 3.0) Pilot Projects
 Digital Infrastructure Strategy Expert

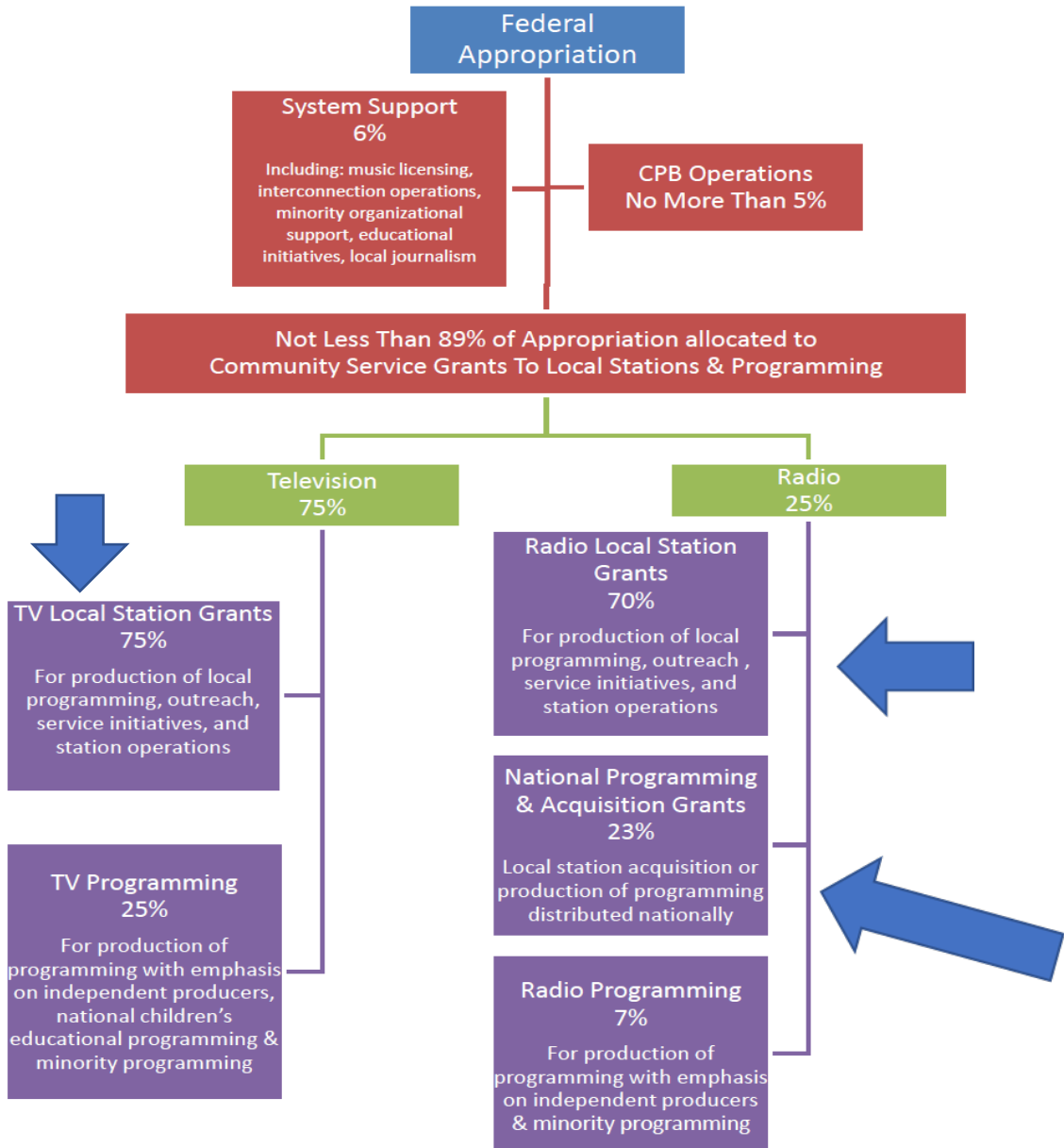
Media Content

ITVS Operational Support
 NMCA Operational Support
 World Channel Operations
 Firelight Documentary Lab Operations
 PBS Digital Studios Operations

Misc.

Integrated Station Info System Computer Platform
 Harassment Training
 Spectrum Policy Research
 Public Media Conference Support
 Honoraria for External Review Panels

CPB Funding Formula



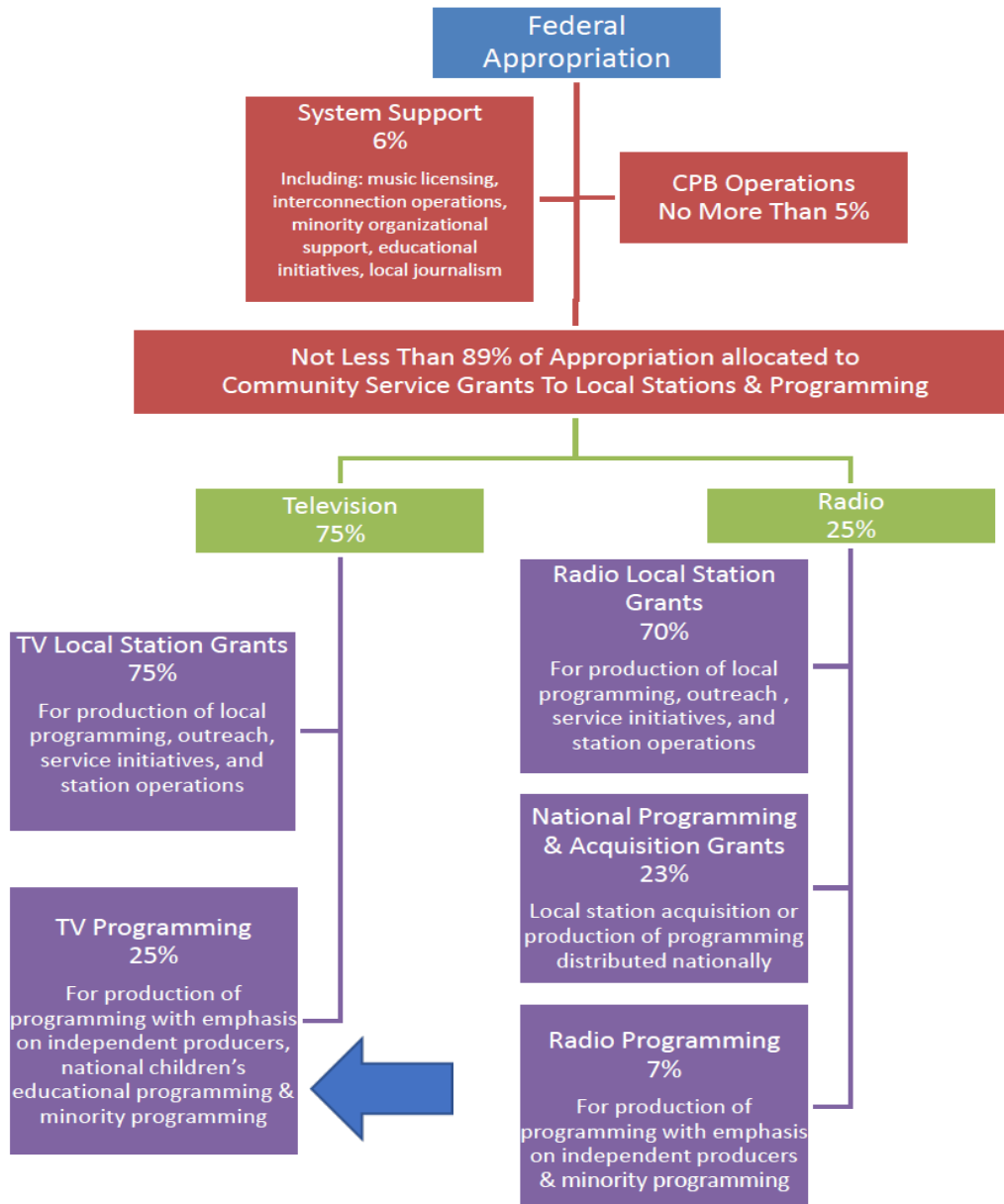
Television & Radio Community Service Grants (CSGs)

More than 70% of CPB's funding directly supports public media stations through Community Service Grants. These grants are "unrestricted," allowing stations the flexibility needed to best serve the community.

- **Television: 158 grantees operating 356 transmitters**
- **Radio: 399 grantees operating 1,176 transmitters**
- **23%- Restricted programming grants that are distributed through the CSG program**

Television Programming

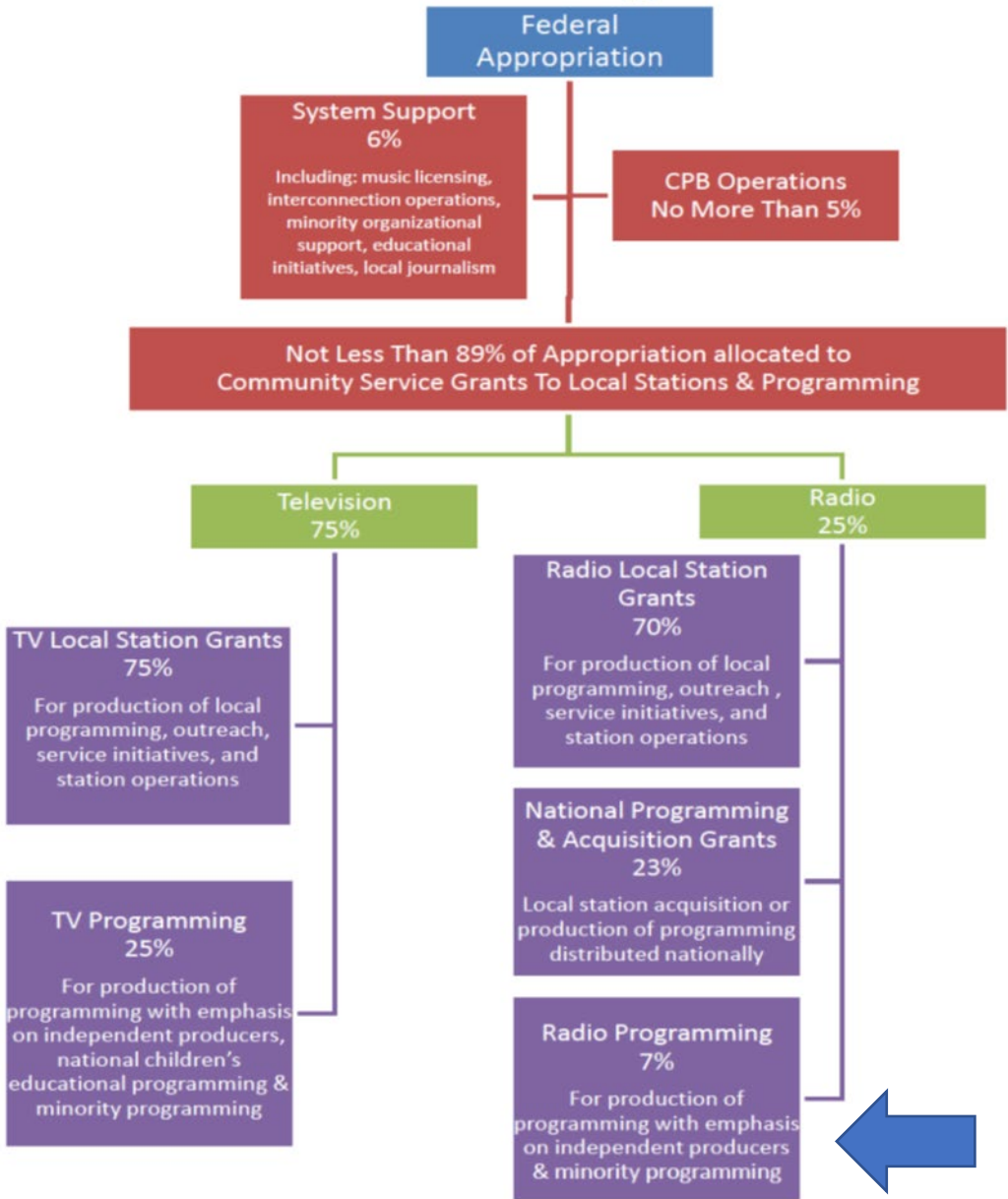
CPB Funding Formula



National Production Schedule- PBS
 National Multicultural Alliance (NMCA)
 Black Public Media
 Latino Public Broadcasting
 Center for Asian American Media
 Pacific Islanders in Communications
 Vision Maker Media
 Independent Television Service (ITVS)
 RTL Series: Wombats
 New Children's Series: Rosie's Rules
 New Children's Series: Alma's Way
 Specials/Continuing Children's Series
 By/With/For Youth: "Inspiring Next Gen Public Media Audiences"
 Children's Media Production Academy
 PBS Learning Media: WGBH US History Project
 Student Reporting Labs: News and Information for Children, Youth and Families
 Road Trip Nation
 CampTV for Children
 Expand Healthy Local News Initiative
 Statewide News Innovation
 Local Digital Video News Pilot
 Digital/Broadcast Hybrid Pilot
 Media Literacy Programming
 World Channel
 Firelight Documentary Lab
 FRONTLINE - Un(re)solved
 FRONTLINE – Annual Support
 PBS NewsHour - Joint Session Address
 PBS NewsHour - Communities of Color
 PBS NewsHour - Impeachment Coverage
 PBS NewsHour – Annual Support
 PBS NewsHour Weekend
 Washington Week

R&D Fund for Television Programming
 American Experience Renewal - Civil Rights Content
 PBS Digital Studios
 NOVA Science and Society
 First Look at Second Films
 Content Accessibility Funding
 Inclusive Voices: A Town Called Victoria
 Inclusive Voices: The Harvest
 Making Black America (Skip Gates)
 Finding Your Roots with Skip Gates
 Stanley Nelson Productions
 Florentine Films (Ken Burns)
 American Historia
 La Frontera
 Storm Lake Film and Community Engagement
 The Race to Solve Suicide
 Great American Recipe
 American Portrait
 Southern Storytellers (The Literary South)
 Lidia Celebrates America
 Unladylike
 Performance Specials
 LoC Gershwin Prize for Popular Song
 National Memorial Day Concert
 A Capitol Fourth Concert
 In Performance at the White House
 American Graduate: Path to the Future
 Coming Home: Connecting to Community (Rural Initiative)
 General Support for Health Content & Engagement
 General Support for Programming that Strengthens Civil Society
 General Support for Veterans Content
 American Veteran Engagement
 General Support for Civics Content
 Rights Renewals (w/PBS consultation/collaboration)

CPB Funding Formula



Radio Programming

- Regional Journalism Collaborations
- Ohio News Collaborative
- Expand Healthy Local News Initiative
- Statewide News Innovation
- Engaged Journalism Initiative- (America Amplified)
- Newsroom Advantage - Report for America
- Investigative Journalism Support
- NPR: International Coverage
- American Homefront (Military and Veterans)
- LAist Studios
- New Music Format Expansion: Urban Alternative
- UnderCurrents: Airs on Native Voice One
- StoryCorps: One Small Step
- StoryCorps: Mobile Booth
- StoryCorps: Military Voices
- StoryCorps: Animated Shorts
- Native Public Media COVID Programming
- HBCU COVID Programming
- American Veteran Engagement
- Editors Corps

Appendix E

Legislative History of CPB’s Advance Appropriation

An advance appropriation becomes law one fiscal year or more before the fiscal year for which the appropriation is to be dispersed. For more than 45 years, decisions on the amount of federal support for public broadcasting have been made two years ahead of the fiscal year in which the funding is allocated. In other words, Congress approved the FY 2022 funding level for CPB during the FY 2020 appropriations process.

From public broadcasting’s inception, the establishment of a long-range financing mechanism has been critical to the nature of the institution.

In that spirit, in 1975, Congress agreed to a two-year advance appropriation as a bipartisan, bicameral compromise to legislation proposed by the Ford administration that would have appropriated funds to CPB for five years automatically upon approval of the reauthorization bill. House and Senate appropriators objected to appropriating on an authorization bill, but they did not object to the need for advance appropriations for CPB. An agreement was reached between appropriators and authorizers to remove the appropriations language from the authorization bill in exchange for a commitment by appropriators to provide two-year advance funding for CPB.

Important Benefits

First Amendment Considerations. For more than 45 years, Congress has supported advance appropriations for CPB to help insulate the Corporation from politically motivated interference with programming. As the House Commerce Committee report accompanying the 1975 bill stated, advance funding “would go a long way toward eliminating both the risk of and the appearance of undue interference with and control of public broadcasting ... and will minimize the possibility of any government scrutiny of or influence on programming that might occur in the course of the usual annual budgetary, authorization, and appropriation process.” With a two-year buffer in place, such an influence is less likely because funding for the next two years is already secured.

Leverage for Other Funds. A two-year advance appropriation is the keystone for the successful public-private partnership that allows local public television and radio stations to include projected federal support in their budget-planning processes two years before budgets are implemented and leverage this funding for critical investments from state and local governments, universities, businesses, foundations—and most importantly, viewers and listeners of local stations. Federal investment is thus multiplied: More than six nonfederal dollars are raised for each dollar appropriated to public broadcasting.

Lead Time. An advance appropriation also provides lengthy lead time for production of major programming as signature series typically require several years to produce. Advance appropriations allow producers to have essential lead time to plan, research, design, create, and support the content—programming and services—that CPB is mandated to provide to viewers and listeners nationwide.

Appendix F

Public Broadcasting Interconnection and Funding History

Interconnection Overview

Interconnection is the infrastructure backbone of the public broadcasting system. Congress recognized the need for an interconnection system in 1967 when it passed the Public Broadcasting Act and authorized the “establishment and development of one or more interconnection systems to be used for the distribution of public telecommunications services so that all public telecommunications entities may disseminate such services at times chosen by those entities.” [47 USC 396 (g)(1)(B)].

The public television interconnection system is operated by the Public Broadcasting Service (PBS), and serves other national public television distributors, state and regional public television networks, individual public television stations, and individual producers to distribute television programming and related materials to 157 non-commercial, educational television licensees in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, and American Samoa. These licensees that hold approximately 20 percent of the Federal Communications Commission’s television licenses reach nearly 100 percent of the U.S. population, from large cities to rural and tribal areas, with quality educational and cultural programming.

In addition, the public television interconnection system connects to the Public Radio Satellite System[®] (PRSS[®]) Network Operations Center (NOC), based at NPR, and five television joint master control facilities (two of which were funded by CPB to encourage system efficiency and consolidation of services). The public television interconnection system enables distribution of programming to American servicemen and women overseas via the Armed Forces Radio and Television Service and for audiences around the globe via the Voice of America.

The public radio interconnection system, known as the Public Radio Satellite System and managed and operated by NPR, interconnects nearly 400 sites via satellite downlinks, Internet and local connections, which provide content for nearly 1,300 stations. The system provides a common, shared platform for reliable, cost-effective distribution for all types of program providers in public radio, including NPR, PRX/Public Radio International, and American Public Media, as well as about 100 registered independent producers and distributors.

PRSS station broadcasts reach nearly 99 percent of the U.S. population. Listeners served by the PRSS are located throughout the United States and its territories. As part of its mission to distribute educational programming to the country’s increasingly diverse population, PRSS provides satellite transmission services free of charge to distribute programming that targets unserved or under-served audiences. Specifically, the PRSS currently extends almost \$1 million annually in full-time in-kind support to Native Voice One, a program service targeting Native American listeners, the African American Public Radio Consortium, and to Satélite Radio Bilingüe, a Spanish-language program service. The network also serves the American population as a national emergency-communications resource, providing Presidential-level alerts from FEMA to all satellite interconnected stations.

Replacement of the public television and radio interconnection systems has been necessary several times, with each being funded by the federal government. Since 1988, Congress has supported a separate appropriation for public media's interconnection needs. CPB, in turn, awards grants to PBS and NPR, respectively, to design and build the interconnection systems and lease connectivity solutions.

Interconnection History

The broadcast distribution systems for public broadcasting have gone through several incarnations. The original public television and radio interconnection systems involved “bicycling tapes” to stations—literally using delivery services to move audio or videotapes from station to station through a service called the National Educational Radio Network. The initial interconnection system used telephone landlines for live programming via AT&T's long-distance network. This service was developed in the 1970s with capital costs covered by the Corporation for Public Broadcasting from its annual appropriation and was used initially to distribute lower audio quality programs. Higher audio quality programming (music, documentaries, etc.) continued to be distributed on tape. NPR was the first radio entity, beginning in 1979, to use satellite distribution for the creation of a national radio network.

In 1978, PBS built its second interconnection system to distribute the National Program Service content via Western Union Telecommunications Westar I/IV satellite. This move from a terrestrial to a satellite-based system represented a significant technological advancement in program distribution. PBS was the first broadcast network to distribute television programming via satellite technology. The satellite-based program distribution system resulted in drastically increased reliability, efficiency, and cost-effectiveness and until recently has remained the industry standard. Like its landline predecessor, the Westar I/IV interconnect system was funded through CPB's annual appropriation.

Congress included language in the Public Telecommunications Act of 1988 (P.L. 100-626) authorizing a separate appropriation to CPB for public broadcasting interconnection needs. In addition, the Act established and authorized appropriations for the Public Broadcasting Satellite Interconnection Fund to be used “for the capital costs of the replacement, refurbishment, or upgrade of their national satellite interconnection systems and associated maintenance of such systems...”

House and Senate Commerce Committees reports reiterated the importance of funding for the interconnection systems for public television and public radio:

“The Committee recognizes that replacement of the satellite interconnection system used by public television and public radio is essential to ensure that public broadcasting can continue to provide the quality and quantity of services now offered, including cultural, informational and educational programming of national, regional and local interest...”
(House Report 100-825)

“The Committee strongly believes that funding for replacement of the satellite interconnection system is essential to ensure continued high-quality service and must be authorized this fiscal year. Not only is it important to provide for continued service, but

replacement interconnection facilities also could potentially support increases in program offerings and related services, more specialized programming, and expansion of service areas.” (Senate Report 100-444)

In 1988, Congress appropriated \$198.4 million for the Public Broadcasting Interconnection Service — \$150 million for public television for the replacement of its interconnection system, and \$48.4 million for public radio’s interconnection needs. In FY 1991, 1992 and 1993, the disbursement of the Public Broadcasting Satellite Interconnection Fund monies occurred in three roughly equivalent amounts of approximately \$58 million, \$76 million, and \$65 million, respectively.

NPR oversaw the refurbishment of public radio’s interconnection service in 1993, contracting with PanAmSat Corporation’s Galaxy IV satellite to carry two transponders dedicated to the Public Radio Satellite Interconnection System. In 1999, when the Galaxy IV satellite failed, Congress made an emergency appropriation of \$48 million to secure replacement transponder capacity and address related ground equipment needs. NPR, as manager of the PRSS and on behalf of the stations, entered into long-term leases with PanAmSat to secure replacement satellite transponder capacity beginning in 2000.

As the satellite contracts for both the radio and television interconnection systems again began to wind down, CPB, working with PBS and NPR, developed a plan for another overhaul of those systems. Numerous options were analyzed before CPB began requesting interconnection replacement funding in FY04 for public television’s Next Generation Interconnection System (NGIS) and in FY08 for the PRSS. Congress provided a total of \$119 million (FY04 - \$9.94, FY05 - \$39.7, FY06 - \$34.6 and FY07 - \$34.7) for the NGIS, and \$78 million (FY08 - \$26.3, FY09 – 26.6, FY10 - \$25) for the PRSS.

Meanwhile, the PRSS utilized the appropriated funds to create a live streaming and file-based IP (Internet Protocol) over satellite digital distribution system called ContentDepot[®]. This proprietary system, launched in 2007, permits nearly 1,300 public radio stations to receive national distribution of radio content as digital data files. To integrate this technology with local stations, the PRSS updated and installed new receiving equipment at stations; created a Network Operations Center and a business continuity/disaster recovery center; and has completed several software upgrades to the Content Depot system.

PBS similarly used appropriated funds to create a non-real time IP over satellite digital distribution system for public television. PBS’ work included: purchasing and delivery of non-real-time (NRT) file delivery system equipment for 169 stations; creation of a disaster recovery site; development of software to support PBS broadcast operations and training of staff; and interconnection services for stations on American Samoa and Guam.

Both NPR and PBS achieved efficiencies by acquiring satellite distribution capacities via long-term contracts that offered discounts for volume use and pre-payment options and through volume discounts for equipment purchases that went to stations.

In September 2016 and June 2018, the 10-year satellite leases for public television and radio, respectively, expired. The FY 2016 Presidential Budget provided the following: \$40 million in

FY 2016, \$50 million in FY 2017, \$55 million in FY 2018, and \$52 million in FY 2019. In FY 2016, CPB requested \$40 million to replace the public television interconnection system. Acknowledging that public radio had future interconnection needs and that technology may one day allow for a single interconnection system for television and radio, Congress provided CPB \$40 million in FY 2016 to “replace and upgrade the public broadcasting interconnection system.” This allowed CPB to spend the appropriation on both public television and public radio interconnection needs. In FY 2017, CPB requested and received \$50 million for the public broadcasting interconnection system. Since FY 2018, CPB has requested and received \$20 million for public broadcasting interconnection and “and other technologies and services that create infrastructure and efficiencies within the public media system.” In moving to an annual appropriation for interconnection modernization, CPB and the public media system plan in three-to-four-year stages instead of 10-year replacement cycles.

Appendix G
Ready To Learn Research and Evaluation Studies
July 2021

Below are key findings from CPB-funded studies from three Ready To Learn grant rounds: the 2015-2020 grant that focused on science and informational text literacy, the 2010-2015 round that focused on early math, and the 2005-2010 round that focused on the five National Reading Panel literacy skills. This document highlights efficacy studies that tested the effectiveness of Ready To Learn media and learning resources in enhancing the science, numeracy and literacy knowledge, skills, and practices of young children from low-income families. Some of these studies also yielded findings related to improved family involvement and understanding of their children's learning and educators' increased knowledge and confidence in using digital media in instruction.

READY TO LEARN – 2015 -2020: SCIENCE & INFORMATIONAL TEXT LITERACY Efficacy Studies

The Efficacy of Digital Media Resources in Improving Children's Ability to Use Informational Text: An Evaluation of Molly of Denali from PBS KIDS, (EDC/SRI, 2021)

- Children who were exposed to Molly of Denali resources performed statistically significantly better on the Informational Text assessment than children in the control group in Study 1 ($p < .05$, $g = 27$) and in the Replication Study ($p < .05$, $g = 25$).
- The more time children spent with the Molly of Denali Resources, the better they performed. For every hour that children spent with the resources, they scored about a quarter of a point higher at post-test.

Go and Explore: Elinor Wonders Why Pilot Study, (EDC, 2021).

- Children who had access to Elinor Wonders Why resources used slightly more target vocabulary than did children in the comparison group, based on parent report.
- Children who had access to Elinor Wonders Why resources, particularly older children and those who used the videos for more than two hours, made slightly more science statements that were accurate during the open-ended assessment, compared to children in the comparison group.
- Parents in the Elinor Wonders Why treatment group reported substantially higher levels of confidences in helping their child learn science, on average, compared to parents in the comparison group.

Early Science & Engineering: The Impact of The Cat in the Hat Knows a Lot About That! on Learning, (EDC/SRI, 2019)

- Children in the treatment group showed a statistically significant improvement in the understanding of:
 - the role of strength and length in structure stability (e.g., bridges) ($d = .40$, $p < .001$)
 - the influence of friction on movement down an incline (e.g., ramps) ($d = .33$, $p < .01$)
- Compared to control group parents, parents in the treatment group:
 - rated their children's excitement about science higher than control parents ($d = .24$, $p < .05$)

- reported that their children used more study-related science vocabulary in the past month than control families ($d = .18, p < .10$)

Mixed Methods Study of the Effects of The Cat in the Hat Knows a Lot About That!™ on Pre-School Children’s Perceptions of Science and Knowledge of the Nature of Science and Engineering (University of Rhode Island, 2020)

- In the *Draw a Scientist Test* and *Digital Design a Scientist Test*, children demonstrated increases in positive perceptions of science and engineering:
 - 77% of the children depicted scientists and engineers working in everyday spaces and places such as backyards and playgrounds by the end of the study rather than in stereotypical settings such as chemistry laboratories, or in fantastical settings such as secret locations in caves and castles, compared with 44% at the beginning of the study
 - 86% of girls drew female scientists at the end of the study compared with 49% at the beginning of the study.
- In the *Nature of Science and Engineering Survey*, children from the lowest income households increased their scores the most, 12.3% compared with 6.3% of children from higher income households.

PBS KIDS Play & Learn Science: Evaluation Report, (EDC/SRI, 2019)

- Preschool children’s understanding of science content and practices improved significantly between pre-test and post-test on a performance-based assessment ($d = .62, p < .001$)
- Children’s knowledge of science vocabulary words increased significantly on a multiple-choice vocabulary assessment ($d = .45, p < .001$) and their use of science vocabulary words increased in their verbal responses during the performance-based task administered at the end of the study ($d = .47, p < .05$).

Learning Analytics Studies

Does "Measure Up!" Measure up? Evaluation of an iPad app to Teach Preschoolers Measurement Concepts, (CRESST, 2020)

- Compared to children in the control condition, on a test of measurement concepts
 - children who played the treatment games performed higher ($d = 0.43, p = .009$)
 - children who played the treatment games and whose parents had access to their child’s gameplay information and learning resources, performed higher ($d = 0.41, p = .016$)

To Adapt or not to Adapt: Evidence from a Digital Physics Game, (CRESST, 2020)

- Compared to children in the control condition, children who played the nonadaptive version of the game performed higher on a test of knowledge about height and friction ($g = .33, p < .05$).

- Compared to children who played the adaptive game, children who played the nonadaptive reported higher levels of engagement ($d = .27$, $p = .04$).

Cat in the Hat Builds That Analytics Validation Study, (CRESST, 2020)

- For the Slidea-ma-zoo game,
 - children’s performance on the hands-on performances task was positively related to the number of levels completed ($r = .24$, $r < .05$) and total number of correct first attempts at solving the level ($r = .32$, $p < .01$).
 - children’s knowledge of height and friction was negatively related to the mean time spent on a level ($r = -.29$, $p < .01$)
 - children’s strategy of manipulating of the slide’s height or friction was related to their knowledge of height and friction ($r = .26$, $p < .001$).
 - children who used more productive strategies to manipulate the slide, compared to children who used less productive strategies, performed higher on the hands-on performances task ($d = 1.0$, $p < .001$) and had higher levels of knowledge of height and friction ($d = 0.71$, $p = .002$).

Feature Analysis of Cat in the Hat Builds That App, (CRESST, 2020)

- Assessment features related to item difficulty: selected response question (less difficult), explanatory response (more difficult), and compare-contrast response (more difficult).
- Children’s overall accuracy in gameplay was positively related to their knowledge of science and engineering concepts and their performance tasks.
- The number of levels children completed in the game and the number of videos children watched were positively related to their performance on the hands-on performance task

READY TO LEARN – 2010 – 2015: MATH

Large-Scale Studies

PEG+CAT Home Study (EDC/SRI, 2015)

- Children in the PBS KIDS PEG + CAT treatment group who engaged with PEG + CAT content over a 12-week period exhibited greater improvement in the mathematics skill areas of ordinal numbers, spatial relationships, and 3D shapes compared with children in the Business as Usual condition.
- There was a significant increase in the number of parents in the PBS KIDS group who reported making connections between Peg + Cat media and daily life with their children.
- At the end of the study period, parents in the PBS KIDS PEG + CAT treatment group reported helping their children more frequently with less common mathematics skills (drawing shapes, subtraction, measurement) than parents in the Business-as-Usual condition.

Engaging Families in Early Mathematics Learning: A Study of a Preschool Family Engagement Model (WestEd, 2014)

- Mathematics knowledge increased significantly for children in the PBS KIDS treatment group from both low-income and higher-income families, with test scores of children from low-income families approaching the pre-test scores of children from higher-income families.
- PBS KIDS children showed statistically significant increases in their overall mathematics knowledge.
- The number of PBS KIDS children who could correctly recognize basic and advanced shapes (such as circles, triangles, and pentagons) increased.
- PBS KIDS parents' awareness of their children's mathematics learning increased, as did their use of activities and strategies to support their children's learning. Parents were also motivated to set aside time each day to do math activities with their children.

Preschool Teachers Can Use PBS KIDS Transmedia Curriculum Supplement to Support Young Children's Mathematics Learning: Results of a Randomized Controlled Trial (EDC/SRI, 2013)

- Low-income children in the treatment group exhibited higher math skills on the Supplement Based Assessment (SBA) than children in the comparison group. The effect is the equivalent of moving a child from the 50th to the 59th percentile on the SBA.
- The RTL Mathematics Transmedia Curriculum Supplement has a greater benefit on those children who have more math to learn, i.e., on children with the lower pretest scores.

PBS KIDS Mathematics Transmedia Suites in Preschool in Preschool Families and Communities (McCarthy, Li, Atienza, Sexton, & Tiu, 2013)

- The 10-week intervention in the homes of low-income preschool children was positively associated with gains in children's knowledge and skills in mathematics.
- Three-year-old children in the intervention group significantly outscored their comparison group peers.
- Parents in the intervention group significantly increased their awareness and support of their children's mathematics learning compared with comparison group parents.

PBS KIDS Mathematics Transmedia Suites in Preschool Homes (McCarthy, Li, & Tiu, 2012)

- Low-income children in the treatment groups who used PBS KIDS mathematics transmedia suites in their homes for eight weeks showed significant improvement in number sense.
- Parents in the treatment group who participated in weekly workshops:
 - showed improved understanding of children's math development
 - promoted math activities at home
 - applied PBS KIDS online games to support their children's math learning

Evaluation of The Electric Company Summer Learning Program (McCarthy, Michel, Atienza, Rice, Nakamoto, & Tafoya, 2011)

- Percentage of students who participated in the five-to-six-week summer learning program who made statistically significant gains in their:
 - knowledge of mathematics vocabulary (41 percent)
 - numeracy skills (20 percent)
 - phonics skills (17 percent)

Small Studies

PEG+CAT Small Content Study (EDC/SRI, 2014)

- Children who watched PEG + CAT episodes and played PEG + CAT games with minimal adult intervention over a five-week period experienced gains with identifying 3-D objects, greatly improving on identifying a specific concept (i.e., a cylinder).
- More than half of the participants’ parents reported that interacting with PEG + CAT materials positively influenced their children’s behavior at home. This included improved vocabulary, counting, talking about shapes, patterns, and colors.

ODD SQUAD Small Content Study (WestEd, 2015)

- Children who participated in the Odd Squad study exhibited significant increases in their overall knowledge of mathematics in the domains of Number and Operations and Algebraic Thinking, with significant gains in the sub-categories of skip counting, pattern recognition, and simple addition and subtraction.
- Teachers reported that Odd Squad content supported learning in the mathematics topics of skip counting, patterns, fact families, addition, and subtraction.
- Over 80 percent of parents in the study used Odd Squad home intervention activities and many reported learning new strategies to support their children’s mathematics learning.

Learning Math with Curious George: PBS KIDS Transmedia and Digital Learning Games in the Preschool Classroom (WestEd, 2014)

- Children with lower pre-test scores who independently interacted with *Curious George* content at hands-on learning stations in their preschool classroom and watched *Curious George* videos at home gained on skills relating to numbering; whereas children with higher pre-test scores improved on number comparison and informal concepts.
- The self-directed use of the *Curious George* games led to increased collaborative learning and discussion around math within the classroom.
- Children developed social emotional skills such as listening, respecting others, and sharing.
- Teachers’ knowledge of each student’s learning and mathematical development increased.

2012 Preschool Pilot Study of PBS KIDS Transmedia Content (EDC/SRI, 2012)

- After implementing a PBS KIDS transmedia curriculum supplement in their classrooms, more preschool teachers in the treatment condition than the comparison condition reported:
 - They felt like a “mathematics person.”
 - They felt like they taught mathematics as well as they taught other subjects.

READY TO LEARN 2005 – 2010: LITERACY

Summative Evaluation of the Ready To Learn Initiative: Preschool Teachers Can Use a Media-Rich Curriculum to Prepare Low-Income Children for School Success: Results of a Randomized Control Trial (Penuel, Pasnik, Bates, Townsend, Gallagher, Llorente, & Hupert, 2009)

- Children who participated in the literacy curriculum outscored children in the comparison curriculum on all five measures of early literacy use in the study; four of the five differences were statistically significant
 - Letter naming—20.8 percent more; knowledge of the sounds of letters—37.0 percent more; knowing concepts of story and print—12.0 percent more; recognizing letters in child’s own name—7.4 percent more.

Super WHY!

Summative Evaluation of Super WHY!: Outcomes Dose, and Appeal (Linebarger, McMenamin, Wainwright, 2009)

- Treatment group outperformed control group on all indices of program-specific learning as well as the majority of normative outcomes:
 - Learning was most pronounced for letter knowledge—15.4 percent more treatment than control children knew lower case letters.
 - Phonological and phonemic awareness skills—treatment children scored 14.0 percent higher than control children on speech-to-print matching and 9.9 percent higher on blending phonemes or syllables.

Television’s Impact on Children’s Reading Skills: A Longitudinal Study (Linebarger, 2010)

- Children in the Viewing Only group outperformed their peers in the Viewing & Internet and control groups on letter sounds (Viewing Only scored 6.4 percent higher than Controls)
- Children in the Viewing & Internet group outperformed their peers in the Viewing Only and Control group on tasks measuring lower case letter knowledge and rhyme awareness (Viewing & Internet scored 3.7 percent higher than Controls)

Super WHY! Summer Camp: An Analysis of Participant Learning in 2008 and 2009 Summer Camps (Marshall, Lapp, Cavoto, 2010)

- Participants showed an 11.7 percentage point gain in literacy skills as a result of the four-day, 12-hour intervention; 4-year-old participants achieved the greatest gains (13.9 percentage points).

Super Why Summer Camp Assessment Findings (Phillips, 2008)

- Across both younger and older age groups, scores on six different literacy tasks demonstrated evidence of reliable growth from pretest to post-test. For example, *Super WHY!* viewers’ pre-test to post-test gain on tasks that measured phonological and phonemic awareness averaged 29 percent compared with an average gain of 13 percent for children in the control group.

Martha Speaks

Martha Speaks: Indicators of Appeal and Parasocial Interaction and Relations Among These Indicators and Child Outcomes (Linebarger, McMenamin, Jennings, & Moses, 2010)

- Twenty percent of the children who reported they learned new things reported that those “new things” were words, often commenting that those words were new, big, hard or words that “I didn’t know.”

Vocabulary Learning from Educational Television: Can Children Learn New Words From Martha Speaks? (Linebarger, Moses, McMenamin, 2010)

- Martha Speaks, as an early intervention targeting vocabulary knowledge provides strong support for word learning compared with the average educational television program, resulting in vocabulary knowledge scores that were between 1.39 and 2.22 times higher.

The Electric Company

A Summative Evaluation of The Electric Company (Garrity, Piotrowski, McMenamin, Linebarger, 2010)

- Exposure to TEC TV program was associated with growth in knowledge of episode-specific receptive vocabulary, particularly for nouns, moderately challenging words, and words repeated 1 to 15 times.
- Exposure to TEC was associated with growth in knowledge of three of eight phonetic structures.

PBS Kids Island

Summative Evaluation of PBS Kids Island: Usability, Outcomes, and Appeal (Schmitt, Sheridan, McMenamin, & Linebarger, 2010)

- After using PBS Kids Island, treatment group children showed more learning gains than control group children in several areas, especially phonological and phonemic awareness—PBS Kids Island viewers scored 23.4 percent higher than controls and grew 24.1 percent from pretest to post-test while controls grew just 18.7 percent.

Public Broadcasting in
ALABAMA

FY 2021

<i>Employment</i>	Public Broadcasting Employees in State	136
<i>& Earnings</i>	Total Wages	\$8,828,146
	Average Annual Salary	\$64,913

CPB Station Grants (FY2021 Figures)

By statute, over 70 percent of funds appropriated to CPB (\$445 million in Fiscal Year 2021) flow directly to local public television and radio stations under formulas established by the Public Broadcasting Act. Community Service Grants (CSGs) are by far the largest station grants, and stations have wide latitude to use CSG funds to serve local needs in a manner they choose, which often includes community outreach, program purchasing, and local content development. CPB also provides stations with discretionary grants for purposes such as the creation of television or radio programming, as well as funds from a special digital conversion fund to help local stations use digital transmission technology and other digital platforms to provide an expanded public service to their communities.

<i>Public</i>	Alabama Public Television (Birmingham)	\$2,776,398
<i>TV Stations</i>	WBIQ (Birmingham)	
	WCIQ (Mount Cheaha)	
	WDIQ (Dozier)	
	WEIQ (Mobile)	
	WFIQ (Florence)	
	WGIQ (Louisville)	
	WHIQ (Huntsville)	
	WIIQ (Demopolis)	
<i>Public</i>	Alabama Public Radio	\$344,658
<i>Radio Stations</i>	WUAL-FM/91.5 (Tuscaloosa)	
	WQPR-FM/88.7 (Muscle Shoals)	
	WAPR-FM/88.3 (Selma)	
	WVAS-FM* (Montgomery)	\$337,070
	WJAB-FM* (Normal)	\$378,132
	WTSU-FM (Troy)	\$228,453
	WBHM-FM (Birmingham)	\$351,592
	WLRH-FM (Huntsville)	\$254,939
	FY2021 Alabama Statewide Total	\$4,671,242

Public Broadcasting in
ALASKA

FY 2021

* Public radio station licensed to a Historically Black College and University (HBCU)

+ Public radio station licensed to a Native American tribe

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	214
	Total Wages	\$13,230,164
	Average Annual Salary	\$61,896
<i>Public TV Stations</i>	KAKM-TV (Anchorage)	\$1,526,775
	KTOO-TV (Juneau)	\$1,340,299
	KUAC-TV (Fairbanks)	\$1,381,692
	KYUK-TV (Bethel)	\$1,324,851
<i>Public Radio Stations</i>	KBBI-AM (Homer)	\$330,154
	KBRW-AM+ (Barrow)	\$453,476
	KCAW-FM (Sitka)	\$346,638
	KNBA-FM+ (Anchorage)	\$727,113
	KCHU-AM (Valdez)	\$324,021
	KCUK-FM+ (Chevak)	\$425,768
	KDLG-AM (Dillingham)	\$444,517
	KDLL-FM (Homer)	\$325,723
	KFSK-FM (Petersburg)	\$338,017
	KHNS-FM (Haines)	\$375,478
	KUCB-FM (Unalaska)	\$459,577
	KIYU-AM+ (Galena)	\$434,661
	KMXT-FM (Kodiak)	\$341,043
	KNSA-AM+ (Unalakleet)	\$423,977
	KOTZ-AM+ (Kotzebue)	\$459,559
	KRBD-FM (Ketchikan)	\$341,244
	KSDP-AM+ (Sand Point)	\$426,569
	KSKA-FM (Anchorage)	\$508,448
	KSKO-AM (McGrath)	\$428,951
	KSTK-FM (Wrangell)	\$332,489
	KTNA-FM (Talkeetna)	\$351,807
	KTOO-FM (Juneau)	\$382,192
	KUAC-FM (Fairbanks)	\$408,532
KUHB-FM+ (St. Paul Island)	\$426,029	
KYUK-AM+ (Bethel)	\$444,249	
KZPA-AM+ (Fort Yukon)	\$422,587	
KRFF-FM (Fairbanks)	\$393,545	
FY2021 Alaska Statewide Total		\$16,649,981

Public Broadcasting in

American Samoa**FY 2021**

<i>Employment & Earnings</i>	Public Broadcasting Employees	50
	Total Wages	\$1,035,714
	Average Annual Salary	\$20,714
<i>Public TV Stations</i>	KVZK-TV (Pago Pago)	\$1,190,279
FY2021 American Samoa Total		\$1,190,279

Public Broadcasting in ARIZONA**FY 2021**

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	288
	Total Wages	\$18,481,004
	Average Annual Salary	\$64,226
<i>Public TV Stations</i>	KAET-TV/Channel 8 (Phoenix)	\$2,586,310
	KUAT-TV/Arizona Public Media (Tucson)	\$2,139,199
<i>Public Radio Stations</i>	KNAU-FM (Flagstaff)	\$477,054
	KUYI-FM+ (Kykotsmovi)	\$394,875
	KOHN-FM+ (Sells)	\$480,060
	KBAQ-FM (Tempe)	\$378,058
	KJZZ-FM (Tempe)	\$867,253
	KGHR-FM+ (Tuba City)	\$394,351
	KUAZ-FM (Tucson)	\$649,915
	KXCI-FM (Tucson)	\$242,940
	KAWC-FM (Yuma)	\$358,116
	KNNB-FM+ (Whiteriver)	\$356,551
	Native Public Media (Flagstaff)	\$467,430
FY2021 Arizona Statewide Total		\$9,792,112

Public Broadcasting in ARKANSAS**FY 2021**

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	125
	Total Wages	\$7,235,729

	Average Annual Salary	\$58,118
<i>Public</i>	AETN (Conway)	\$2,947,914
<i>TV Stations</i>	KAFT (Fayetteville)	
	KEMV (Mountain View)	
	KETG (Arkadelphia)	
	KETS (Little Rock)	
	KTEJ (Jonesboro)	
	KETZ (El Dorado)	
<i>Public</i>	KUAF-FM (Fayetteville)	\$274,230
<i>Radio Stations</i>	KUAR-FM (Little Rock)	\$279,711
	KASU-FM (State University)	\$340,196
	FY2021 Arkansas Statewide Total	\$3,842,051

**Public Broadcasting in
CALIFORNIA**

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	1,115
	Annual Wages	\$100,736
	Average Annual Salary	\$112,346,133
<i>Public</i>	KCET-TV (Burbank)	\$4,710,629
<i>TV Stations</i>	KEET-TV (Eureka)	\$1,228,381
	KIXE-TV (Redding)	\$1,281,015
	KLCS-TV (Los Angeles)	\$1,007,236
	KPBS-TV (San Diego)	\$3,352,874
	KQED-TV (San Francisco)	\$5,544,284
	KRCB-TV (Rohnert Park)	\$708,885
	KVCR-TV (San Bernardino)	\$1,058,036
	KVIE-TV (Sacramento)	\$2,349,019
	KVPT-TV (Fresno)	\$1,418,155
<i>Public</i>	KHSU-FM (Arcata)	\$367,773
<i>Radio Stations</i>	KCHO-FM (Chico)	\$407,891
	KZFR-FM (Chico)	\$272,397
	KSJV-FM (Fresno)	\$442,359
	KVPR-FM (Fresno)	\$311,630
	KIDE-FM+ (Hoopa)	\$408,801
	KKJZ-FM (Long Beach)	\$228,801
	KUSC-FM (Los Angeles)	\$1,248,402

KVMR-FM (Nevada City)	\$364,487
KPCC-FM (Pasadena)	\$2,509,779
KZYY-FM (Philo)	\$323,039
KWMR-FM (Point Reyes Station)	\$334,794
KMUD-FM (Redway)	\$284,108
KRCB-FM (Rohnert Park)	\$228,331
KXJZ-FM (Sacramento)	\$841,030
KXPR-FM (Sacramento)	\$517,696
KPBS-FM (San Diego)	\$1,317,505
KSDS-FM (San Diego)	\$267,268
KALW-FM (San Francisco)	\$342,380
KQED-FM (San Francisco)	\$3,858,299
KCBX-FM (San Luis Obispo)	\$372,838
KCSM-FM (San Mateo)	\$298,337
KCRW-FM (Santa Monica)	\$1,776,957
KAZU-FM (Seaside)	\$346,769
KCLU-FM (Thousand Oaks)	\$329,879
KXRN-FM (Laguna Beach)	\$289,963

Other

American Film Institute (Los Angeles)	\$105,000
NALIP (Los Angeles)	\$10,000
Ctr. for Asian American Media (San Francisco)	\$1,858,591
ITVS (San Francisco)	\$19,016,667
Latino Public Broadcasting (Burbank)	\$1,858,591
Roadtrip Nation (Costa Mesa)	\$355,000
ICM Speakers (Los Angeles)	\$20,000
RadioCamp (Walnut Creek)	\$266,000

California FY2021 Statewide Total **\$64,429,876**

Public Broadcasting in
COLORADO

FY 2021

<i>Employment</i>	Public Broadcasting Employees in State	420
<i>& Earnings</i>	Total Wages	\$30,667,277
	Average Annual Salary	\$72,974

<i>Public</i>	PBS12 (Denver)	\$908,089
<i>TV Stations</i>	Rocky Mountain PBS	\$2,646,745
	KRMA-TV (Denver)	
	KTSC-TV (Pueblo)	

KRMJ-TV (Grand Junction)
 KRMU-TV (Durango)
 KRMZ-TV (Steamboat Springs)

<i>Public</i>	KRZA-FM (Alamosa)	\$389,292
<i>Radio Stations</i>	KAJX-FM (Aspen)	\$371,736
	KGNU-FM (Boulder)	\$237,082
	KDNK-FM (Carbondale)	\$338,547
	KVOD-FM (Centennial)	\$1,660,565
	KCME-FM (Colorado Springs)	\$224,551
	KRCC-FM (Colorado Springs)	\$301,673
	KSJD-FM (Cortez)	\$323,572
	KBUT-FM (Crested Butte)	\$339,045
	KUVO-FM (Denver)	\$251,767
	KDUR-FM (Durango)	\$330,013
	KRFC-FM (Fort Collins)	\$267,089
	KAFM-FM (Grand Junction)	\$273,431
	KUNC-FM (Greeley)	\$477,688
	KSUT-FM+ (Ignacio)	\$521,265
	KVNF-FM (Paonia)	\$318,573
	KOTO-FM (Telluride)	\$336,925
<i>Other</i>	NFCB, Inc. (Crawford)	\$3,889

FY2021 Colorado Statewide Total **\$10,521,537**

Public Broadcasting in
CONNECTICUT

FY 2021

<i>Employment</i>	Public Broadcasting Employees in State	131
<i>& Earnings</i>	Total Wages	\$13,599,412
	Average Annual Salary	\$103,615

<i>Public</i>	Connecticut Public Broadcasting	\$2,060,838
<i>TV Stations</i>	WEDH (Hartford)	
	WEDW (Bridgeport)	
	WEDN (Norwich)	
	WEDY (New Haven)	

<i>Public</i>	Connecticut Public Radio	\$616,601
<i>Radio Stations</i>	WPKT Meriden/Hartford/New Haven (90.5)	
	WNPR Norwich/New London (89.1)	

	WEDW-FM Stamford/Greenwich (88.5)	
	WRLI-FM Southampton, New York (91.3)	
	WMNR-FM (Monroe)	\$208,881
	WSHU-FM (Fairfield)	\$459,213
	WHDD-FM (Sharon)	\$332,437
<i>Other</i>	LiberatED LLC (Waterbury)	\$13,500
FY2021 Connecticut Statewide Total		\$3,691,470

***Public Broadcasting in
Delaware***

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	10
	Total Wages	\$436,709
	Average Annual Salary	\$44,791

<i>Public Radio Stations</i>	WDDE-FM (Dover)	\$242,257
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FY2021 Delaware Statewide Total **\$242,257**

***Public Broadcasting in
Washington, DC***

FY 2021

<i>Employment & Earnings</i>	Station Employees in District	138
	Annual Wages	\$13,232,041
	Average Annual Salary	\$96,233

<i>Public TV Stations</i>	WHUT-TV	\$1,535,675
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<i>Public Radio Stations</i>	WAMU-FM	\$2,486,873
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<i>Other Programs</i>	Capital Concerts, Inc.	\$1,574,750
	Civic Enterprises, LLC	\$91,900
	National Hispanic Foundation for the Arts	\$10,000
	EVERFI, Inc.	\$48,022
	NPR	\$7,965,000

FY2021 District of Columbia Total **\$13,712,220**

Public Broadcasting in
FLORIDA

FY 2021

Employment & Earnings Public Broadcasting Employees in State 597
Total Wages \$41,881,526
Average Annual Salary \$70,153

Public TV Stations

WEFS-TV (Cocoa)	\$733,567
WEDU-TV (Tampa)	\$2,061,956
WFSU-TV (Tallahassee)	\$2,408,639
WGPU-TV (Ft. Myers)	\$1,617,961
WJCT-TV (Jacksonville)	\$1,386,289
WLRN-TV (Miami)	\$911,197
WPBT-TV (Miami)	\$2,464,216
WSRE-TV (Pensacola)	\$1,550,291
WUFT-TV (Gainesville)	\$1,494,792
WUCF-TV (Orlando)	\$954,406

Public Radio Stations

WGPU-FM (Ft. Myers)	\$330,091
WQCS-FM (Fort Pierce)	\$294,122
WUFT-FM (Gainesville)	\$304,597
WJCT-FM (Jacksonville)	\$359,113
WFIT-FM (Melbourne)	\$244,267
WDNA-FM (Miami)	\$358,712
WLRN-FM (Miami)	\$959,190
WMFE-FM (Orlando)	\$445,071
WKGC-FM (Panama City)	\$343,779
WUWF-FM (Pensacola)	\$310,812
WFSU-FM (Tallahassee)	\$560,549
WMNF-FM (Tampa)	\$263,957
WUSF-FM (Tampa)	\$830,406
WUCF-FM (Orlando)	\$235,888

Other The Poynter Institute for Media Studies, Inc \$1,729,408

FY2021 Florida Statewide Total **\$23,873,276**

Public Broadcasting in
GEORGIA

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	249
	Total Wages	\$20,915,649
	Average Annual Salary	\$83,914
<i>Public TV Stations</i>	Georgia Public Broadcasting (Atlanta)	\$4,006,614
	WGTV (Athens)	
	WXGA-TV (Waycross)	
	WVAN-TV (Savannah)	
	WABW-TV (Pelham)	
	WNGH-TV (Chatsworth)	
	WCES-TV (Wrens)	
	WACS-TV (Dawson)	
	WJSP-TV (Columbus)	
	WMUM-TV (Cochran)	
	WPBA-TV (Atlanta)	\$1,405,773
<i>Public Radio Stations</i>	WABE-FM (Atlanta)	\$837,187
	WCLK-FM* (Atlanta)	\$441,065
	GPB Radio (Atlanta)	\$873,499
	WJSP-FM 88.1 Warm Springs/Columbus	
	WMUM-FM 89.7 Cochran/Macon	
	WSVH FM 91.1 Savannah	
	WWIO-FM 88.9 Brunswick	
	WWIO AM 1190 St. Mary's	
	WUGA FM 91.7 Athens	
	WACG-FM 90.7 Augusta	
	WUNV FM 91.7 Albany	
	WWET FM 91.7 Valdosta	
	WUWG FM 90.7 Carrollton	
	WPPR FM 88.3 Demorest	
	WNGU FM 89.5 Dahlonega	
	WJWV FM 90.9 Fort Gaines	
	WGPB FM 97.7 Rome	
	WNGH-FM 98.9 Chatsworth	
	WABR FM 91.1 Tifton	
	WXVS FM 90.1 Waycross	
	WATY FM 91.3 Folkston	
	WBTB FM 90.3 Young Harris	

FY2021 Georgia Statewide Total

\$7,664,138

**Public Broadcasting in
Guam**

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees	19
	Total Wages	\$979,747
	Average Annual Salary	\$52,959
<i>Public TV Stations</i>	KGTF-TV (Barrigada)	\$1,122,398
<i>Public Radio Stations</i>	KPRG-FM (Mangilao)	\$331,260
FY2021 Guam Total		\$1,454,018

**Public Broadcasting in
HAWAII**

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	65
	Total Wages	\$5,085,707
	Average Annual Salary	\$78,848
<i>Public TV Stations</i>	PBS Hawaii (Honolulu)	\$1,948,644
<i>Public Radio Stations</i>	Hawaii Public Radio Honolulu (KHPR & KIPO) Wailuku (KKUA) Hilo (KANO) KKCR-FM (Princeville)	\$554,431 \$248,866
<i>Other</i>	Pacific Islanders in Communications (Honolulu)	\$1,858,591
FY2021 Hawaii Statewide Total		\$4,610,532

**Public Broadcasting in
IDAHO**

FY 2021

<i>Employment</i>	Public Broadcasting Employees in State	147
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<i>& Earnings</i>	Total Wages	\$8,825,561
	Average Annual Salary	\$60,243
<i>Public TV Stations</i>	Idaho Public Television (Boise)	\$2,286,036
	KAID-TV (Boise)	
	KCDT-TV (Coeur d'Alene)	
	KIPT-TV (Twin Falls)	
	KISU-TV (Pocatello)	
	KUID-TV (Moscow)	
<i>Public Radio Stations</i>	KBSU-FM (Boise)	\$373,307
	KBSW-FM (Boise)	\$540,864
	KISU-FM (Pocatello)	\$314,053
	KIYE-FM* (Lapwai)	\$412,575
	FY2021 Idaho Statewide Total	\$3,926,835

***Public Broadcasting in
ILLINOIS***

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	489
	Total Wages	\$36,233,534
	Average Annual Salary	\$74,135
<i>Public TV Stations</i>	WSIU-TV (Carbondale)	\$2,145,047
	WEIU-TV (Charleston)	\$1,188,450
	WTTW-TV (Chicago)	\$3,870,750
	WQPT-TV (Moline)	\$1,203,022
	WTVP-TV (Peoria)	\$1,309,948
	WILL-TV (Urbana)	\$1,458,429
<i>Public Radio Stations</i>	WSIU-FM (Carbondale)	\$388,732
	WBEZ-FM (Chicago)	\$2,330,245
	WNIJ-FM (DeKalb)	\$385,307
	WDCB-FM (Glen Ellyn)	\$246,247
	WIUM-FM (Macomb)	\$391,698
	WGLT-FM (Normal)	\$302,840
	WCBU-FM (Peoria)	\$252,945
	WGVV-FM (Rock Island)	\$337,000
	WVIK-FM (Rock Island)	\$266,139
	WILL-FM (Urbana)	\$587,630
	WUIS-FM (Springfield)	\$444,637

FY2021 Illinois Statewide Total **\$17,109,066**

Public Broadcasting in
INDIANA

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	373
	Total Wages	\$21,857,910
	Average Annual Salary	\$58,561

<i>Public TV Stations</i>	WTIU-TV (Bloomington)	\$1,667,542
	WNIT-TV (South Bend)	\$1,369,689
	WNIN-TV (Evansville)	\$1,411,582
	WFWA-TV (Fort Wayne)	\$1,287,395
	WFYI-TV (Indianapolis)	\$1,509,958
	WYIN-TV (Merrillville)	\$789,358
	WIPB-TV (Muncie)	\$1,455,051
	WVUT-TV (Vincennes)	\$1,233,709

<i>Public Radio Stations</i>	WFHB-FM (Bloomington)	\$266,045
	WFIU-FM (Bloomington)	\$352,936
	WVPE-FM (Elkhart)	\$284,387
	WNIN-FM (Evansville)	\$216,267
	WBNI-FM (Fort Wayne)	\$277,743
	WFYI-FM (Indianapolis)	\$1,459,460
	WBST-FM (Muncie)	\$272,027
	WVUB-FM (Vincennes)	\$323,554
	WBAA-FM (West Lafayette)	\$295,973
	WLPR-FM (Merrillville)	\$265,420

FY2021 Indiana Statewide Total **\$14,521,829**

Public Broadcasting in
IOWA

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	172
	Total Wages	\$12,225,428
	Average Annual Salary	\$71,182

<i>Public TV Stations</i>	Iowa Public Television (Johnston)	\$4,114,783
	KBIN-TV (Council Bluffs)	

KDIN-TV (Des Moines)
 KHIN-TV (Red Oak)
 KIIN-TV (Iowa City)
 KQIN-TV (Davenport)
 KRIN-TV (Waterloo)
 KSIN-TV (Sioux City)
 KTIN-TV (Fort Dodge)
 KYIN-TV (Mason City)

<i>Public</i>	WOI-FM (Ames)	\$589,204
<i>Radio Stations</i>	KUNI-FM (Cedar Falls)	\$367,399
	KCKK-FM (Cedar Rapids)	\$242,984
	KIWR-FM (Council Bluffs)	\$246,718
	KSUI-FM (Iowa City)	\$358,034
	KWIT-FM (Sioux City)	\$207,969
	FY2021 Iowa Statewide Total	\$6,272,200

Public Broadcasting in
KANSAS

FY 2021

<i>Employment</i>	Public Broadcasting Employees in State	130
<i>& Earnings</i>	Total Wages	\$6,871,248
	Average Annual Salary	\$53,060
<i>Public</i>	KTWU-TV (Topeka)	\$1,364,759
<i>TV Stations</i>	KOOD-TV (Bunker Hill)	\$1,327,996
	KPTS-TV (Wichita)	\$1,406,150
<i>Public</i>	Kansas Public Radio	\$415,317
<i>Radio Stations</i>	KANU-FM (Lawrence)	
	KANV-FM (Junction City)	
	KANH-FM (Emporia)	
	KHCC-FM (Hutchinson)	\$423,790
	KRPS-FM (Pittsburg)	\$313,543
	KMUW-FM (Wichita)	\$353,432
	KANZ-FM (Garden City)	\$376,448
	FY2021 Kansas Statewide Total	\$5,981,435

Public Broadcasting in
KENTUCKY

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	282
	Total Wages	\$16,595,571
	Average Annual Salary	\$58,797
<i>Public TV Stations</i>	Kentucky Educational Television (Lexington)	\$4,662,319
	WKAS-TV (Ashland)	
	WKGB-TV (Bowling Green)	
	WCVN-TV (Covington)	
	WKZT-TV (Elizabethtown)	
	WKHA -TV (Hazard)	
	WKLE-TV (Lexington)	
	WKPC-TV (Louisville)	
	WKMA-TV (Madisonville)	
	WKMR-TV (Morehead)	
	WKMU-TV (Murray)	
	WKOH-TV (Owensboro)	
	WKON-TV (Owenton)	
	WKPD-TV (Paducah)	
	WKPI-TV (Pikeville)	
	WKSO-TV (Somerset)	
	WKYU-TV (Bowling Green)	\$1,97,867
<i>Public Radio Stations</i>	WFPK Louisville Public Media (Louisville)	\$521,536
	WKYU-FM (Bowling Green)	\$430,271
	WUKY-FM (Lexington)	\$265,111
	WMKY-FM (Morehead)	\$316,976
	WKMS-FM (Murray)	\$375,539
	WEKU-FM (Richmond)	\$408,633
	WMMT-FM (Whitesburg)	\$322,039
	FY2021 Kentucky Statewide Total	\$8,600,291

Public Broadcasting in
LOUISIANA

FY 2021

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	162
	Total Wages	\$10,341,243
	Average Annual Salary	\$63,835

<i>Public</i>	Louisiana Public Broadcasting (Baton Rouge)	\$2,701,190
<i>TV Stations</i>	WLPB-TV (Baton Rouge)	
	KLTM-TV (Monroe)	
	KLTS-TV (Shreveport)	
	KLPB-TV (Lafayette)	
	KLTL-TV (Lake Charles)	
	KLPA-TV (Alexandria)	
	WLAE-TV (Metairie)	\$814,935
	WYES-TV (Metairie)	\$1,103,428
<i>Public</i>	WBRH-FM (Baton Rouge)	\$256,523
<i>Radio Stations</i>	WWOZ-FM (New Orleans)	\$548,615
	KSLU-FM (Hammond)	\$298,131
	KRVS-FM (Lafayette)	\$326,970
	KEDM-FM (Monroe)	\$317,606
	WWNO-FM (New Orleans)	\$335,761
	KDAQ-FM (Shreveport)	\$360,696
	WRKF-FM (Baton Rouge)	\$288,872
	FY2021 Louisiana Statewide Total	\$7,262,727

Public Broadcasting in
MAINE

FY 2021

<i>Employment</i>	Station Employees in State	95
<i>& Earnings</i>	Annual Wages	\$8,365,337
	Average Annual Salary	\$88,522
<i>Public</i>	Maine Public Broadcasting (Lewiston)	\$1,758,897
<i>TV Stations</i>	WCBB-TV (Augusta)	
	WMEB-TV (Orono)	
	WMEM-TV (Presque Isle)	
	WMED-TV (Calais)	
	WMEA-TV (Biddeford)	
<i>Public</i>	Maine Public Broadcasting (Lewiston)	\$1,172,685
<i>Radio Stations</i>	WMEA-FM (Portland)	
	WMEP-FM (Camden)	
	WMEW-FM (Waterville)	
	WMEH-FM (Bangor)	
	WMED-FM (Calais)	
	WMEM-FM (Presque Isle)	

	WMEF-FM (Fort Kent)	
	WMPG-FM (Portland)	\$237,188
	WERU-FM (East Orland)	\$320,509
FY2021 Maine Statewide Total		\$3,489,279

Public Broadcasting in
MARYLAND

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	213
	Annual Wages	\$16,940,144
	Average Annual Salary	\$79,531
<i>Public TV Stations</i>	Maryland Public Television (Owings Mills)	\$4,281,347
	WMPB-TV (Baltimore)	
	WMPT-TV (Annapolis)	
	WCPB-TV (Salisbury)	
	WWPB-TV (Hagerstown)	
	WGPT-TV (Oakland)	
	WFPT-TV (Frederick)	
<i>Public Radio Stations</i>	WBJC-FM (Baltimore)	\$263,043
	WEAA-FM* (Baltimore)	\$408,570
	WESM-FM* (Princess Anne)	\$402,107
	WSCL-FM (Salisbury)	\$235,286
	WTMD-FM (Towson)	\$332,359
	WYPR-FM (Baltimore)	\$557,980
<i>Other</i>	Schaffer, Janice (Bethesda)	\$51,919
	Public Media Business Association (Rockville)	\$10,000
	Digital Velocity Partners LLC (Chevy Chase)	\$1,396,835
	Mexican Table LLC (Chevy Chase)	\$250,000
	Meintel, Sgrignoli and Wallace, LLC (Waldorf)	\$109,940
FY 2021 Maryland Statewide Total		\$8,299,386

Public Broadcasting in
MASSACHUSETTS

FY 2021

<i>Employment</i>	Station Employees in State	1074
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<i>& Earnings</i>	Total Wages	\$147,763,225
	Average Annual Salary	\$137,614
<i>Public TV Stations</i>	WGBH (Boston)	\$15,412,241
	WGBY-TV (Springfield)	
	WBGH-TV (Boston)	
	WGBX-TV (Boston)	
<i>Public Radio Stations</i>	WFCR-FM (Springfield)	\$943,354
	WBUR-FM (Boston)	\$2,601,072
	WICN-FM (Worcester)	\$254,082
	WOMR-FM (Provincetown)	\$254,348
	WUMB-FM (Boston)	\$278,492
	WGBH-FM (Boston)	\$1,360,760
	WMVY-FM (Vineyard Haven)	\$365,064
	WERS-FM (Boston)	\$261,794
<i>Other</i>	Public Radio Exchange (Cambridge)	\$289,528
	GroundTruth Project, Inc. (Brighton)	\$648,912
	FY2021 Massachusetts Statewide Total	\$22,669,647

**Public Broadcasting in
MICHIGAN**

FY 2021

<i>Employment and Earnings</i>	Public Broadcasting Employees in State	396
	Total Wages	\$27,229,389
	Average Annual Salary	\$68,718
<i>Public TV Stations</i>	WKAR-TV (East Lansing)	\$1,761,018
	WGVU-TV (Grand Rapids)	\$1,699,855
	WNMU-TV (Marquette)	\$1,301,914
	WCMU-TV (Mount Pleasant)	\$1,552,581
	WDCQ-TV (University Center)	\$1,351,836
	WTVS-TV/Detroit Public Television (Wixom)	\$2,607,308
<i>Public Radio Stations</i>	WUOM-FM (Ann Arbor)	\$714,878
	WDET-FM (Detroit)	\$543,346
	WKAR-FM (East Lansing)	\$392,598
	WGVU-FM (Grand Rapids)	\$509,990
	WIAA-FM (Interlochen)	\$500,326
	WMUK-FM (Kalamazoo)	\$281,877

WNMU-FM (Marquette)	\$346,131
WCMU-FM (Mount Pleasant)	\$491,074
WBLV-FM (Twin Lake)	\$254,841
WEMU-FM (Ypsilanti)	\$287,232
WUVS-LP (Muskegon)	\$338,661
WRCJ-FM (Detroit)	\$266,644

FY2021 Michigan Statewide Total **\$15,202,110**

Public Broadcasting in
MINNESOTA

FY 2021

<i>Employment</i>	Station Employees in State	953
<i>& Earnings</i>	Annual Wages	\$85,857,408
	Average Annual Salary	\$90,139

<i>Public</i>	KSMQ-TV (Austin)	\$1,266,388
<i>TV Stations</i>	KWCM-TV (Appleton)	\$1,367,949
	KAWE (Bemidji)	\$1,356,356
	Twin Cities Public Television (St. Paul)	\$5,635,924
	WDSE-TV (Duluth)	\$1,471,253

<i>Public</i>	KAXE-FM (Grand Rapids)	\$356,062
<i>Radio Stations</i>	WSCD-FM (St. Paul)	\$552,480
	KKWE-FM+ (Callaway)	\$389,592
	KOJB-FM+ (Cass Lake)	\$400,902
	WTIP-FM (Grand Marais)	\$343,866
	KBEM-FM (Minneapolis)	\$238,252
	KBPR-FM (St. Paul)	\$386,796
	KCCM-FM (St. Paul)	\$435,581
	KFAI-FM (Minneapolis)	\$203,214
	KLSE-FM (St. Paul)	\$674,872
	KSJN-FM (St. Paul)	\$4,516,066
	KSJR-FM (St. Paul)	\$445,036
	KSRQ-FM (Thief River Falls)	\$326,561
	KUMD-FM (Duluth)	\$335,059
	KVSC-FM (St. Cloud)	\$244,643
	KBFT-FM+ (Nett lake)	\$424,839
	KMOJ-FM (Minneapolis)	\$381,745

<i>Other</i>	Greater Public (Minneapolis)	\$12,500
	American Public Media (St. Paul)	\$400,000

FY2021 Minnesota Statewide Total **\$22,165,936**

Public Broadcasting in
MISSISSIPPI

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	98
	Annual Wages	\$5,369,759
	Average Annual Salary	\$54,654

<i>Public TV Stations</i>	Mississippi Public Broadcasting (Jackson)	\$2,179,839
	WMPN-TV (Jackson)	
	WMAH-TV (Biloxi)	
	WMAE-TV (Booneville)	
	WMAU-TV (Bude)	
	WMAO-TV (Greenwood)	
	WMAW-TV (Meridian)	
	WMAB-TV (Starkville)	
WMAV-TV (Oxford)		

<i>Public Radio Stations</i>	WPRL-FM* (Lorman)	\$411,538
	WURC-FM* (Holly Springs)	\$411,629
	WJSU-FM* (Jackson)	\$791,889
	MPB Radio (Jackson)	\$399,736
	WMAB-FM (Mississippi State)	
	WMAE-FM (Booneville)	
	WMAH-FM (Biloxi)	
	WMAO-FM (Greenwood)	
	WMAU-FM (Bude)	
	WMAV-FM (Oxford)	
	WMAW-FM (Meridian)	
	WMPN-FM (Jackson)	

FY2021 Mississippi Statewide Total **\$4,194,631**

Public Broadcasting in
MISSOURI

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	337
	Annual Wages	\$22,986,328
	Average Annual Salary	\$68,209

<i>Public</i>	Kansas City PBS (Kansas City)	\$1,907,462
<i>TV Stations</i>	Nine PBS (St. Louis)	\$2,274,781
	KMOS-TV (Warrensburg)	\$1,416,328
	KOZK-TV (Springfield)	\$1,389,128

<i>Public</i>	KRCU-FM (Cape Girardeau)	\$326,393
<i>Radio Stations</i>	KXCV-FM (Maryville)	\$362,028
	KDHX-FM (St. Louis)	\$241,547
	KSMU-FM (Springfield)	\$268,396
	KCUR-FM (Kansas City)	\$687,535
	KJLU-FM* (Jefferson City)	\$418,196
	KWMU-FM (St. Louis)	\$795,555
	KBIA-FM (Columbia)	\$390,625
	KTBG-FM (Kansas City)	\$215,678

FY2021 Missouri Statewide Total **\$10,693,652**

Public Broadcasting in
MONTANA

FY 2021

<i>Employment</i>	Station Employees in State	104
<i>& Earnings</i>	Annual Wages	\$5,671,346
	Average Annual Salary	\$54,532

<i>Public</i>	Montana PBS	\$2,006,370
<i>TV Stations</i>	KUSM-TV (Bozeman)	
	KUFM-TV (Missoula)	
	KBGS-TV (Billings)	
	KUGF-TV (Great Falls)	

<i>Public</i>	KEMC-FM (Billings)	\$419,419
<i>Radio Stations</i>	KGLT-FM (Bozeman)	\$319,052
	KGVA-FM+ (Harlem)	\$398,371
	Montana Public Radio	\$494,439
	KUFM-FM (Missoula)	
	KUKL-FM (Kalispell)	
	KAPC-FM (Butte)	
	KUHM-FM (Helena)	
	KUFN-FM (Hamilton)	

FY2021 Montana Statewide Total **\$3,637,651**

Public Broadcasting in
NEBRASKA

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	185
	Annual Wages	\$11,431,012
	Average Annual Salary	\$61,873

<i>Public TV Stations</i>	Nebraska Educational Television (Lincoln)	\$2,272,619
	KHNE-TV (Hastings)	
	KLNE-TV (Lexington)	
	KMNE-TV (Bassett)	
	KPNE-TV (North Platte)	
	KRNE-TV (Merriman)	
	KTNE-TV (Alliance)	
	KXNE-TV (Norfolk)	
	KYNE-TV (Omaha)	
	KUON-TV (Lincoln)	\$1,723,317

<i>Public Radio Stations</i>	KZUM-FM (Lincoln)	\$274,560
	KVNO-FM (Omaha)	\$254,770
	KIOS-FM (Omaha)	\$260,190
	NET Radio (Lincoln)	\$345,191
	KUCV 91.1 (Lincoln)	
	KCNE-FM 91.9 (Chadron)	
	KHNE-FM 89.1 (Hastings)	
	KLNE-FM 88.7 (Lexington)	
	KMNE-FM 90.3 (Bassett)	
	KPNE-FM 91.7 (North Platte)	
	KRNE-FM 91.5 (Merriman)	
	KTNE-FM 91.1 (Alliance)	
	KXNE-FM 89.3 (Norfolk)	

<i>Other</i>	Vision Maker Media (Lincoln)	\$1,858,591
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FY2021 Nebraska Statewide Total **\$6,989,238**

Public Broadcasting in
NEVADA

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	175
	Annual Wages	\$12,315,619
	Average Annual Salary	\$70,375
<i>Public TV Stations</i>	Vegas PBS (Las Vegas)	\$2,203,489
	PBS Reno (Reno)	\$1,562,623
<i>Public Radio Stations</i>	KCEP-FM (Las Vegas)	\$348,203
	KUNR-FM (Reno)	\$435,738
	KNPR-FM (Las Vegas)	\$914,186
FY2021 Nevada Statewide Total		\$5,464,239

Public Broadcasting in
NEW HAMPSHIRE

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	89
	Annual Wages	\$6,116,381
	Average Annual Salary	\$69,112
<i>Public TV Stations</i>	New Hampshire PBS (Durham)	\$1,561,743
	WENH-TV (Durham)	
	WEKW-TV (Keene)	
	WLED-TV (Littleton)	
<i>Public Radio Stations</i>	New Hampshire Public Radio (Concord)	\$620,296
	WEVS-FM (Nashua)	
	WEVO-FM (Concord)	
	WEVN-FM (Keene)	
	WEVO-FM (Littleton)	
	WEVH-FM (Hanover)	
	WEVO-FM (Plymouth)	
	WEVJ-FM (Jackson)	
	WEVO-FM (Portsmouth)	
	WEVO-FM (Dover)	
	WEVC-FM (Colebrook)	
	WEVC-FM (Gorham)	
FY2021 New Hampshire Statewide Total		\$2,182,039

Public Broadcasting in

NEW JERSEY**FY 2021**

<i>Employment & Earnings</i>	Station Employees in State	101
	Annual Wages	\$8,271,200
	Average Annual Salary	\$82,301
<i>Public TV Stations</i>	NJ PBS (Trenton)	\$1,700,653
	WNJT Trenton	
	WNJS Camden	
	WNJN Montclair	
	WNJB New Brunswick	
<i>Public Radio Stations</i>	WBGO-FM (Newark)	\$626,116
	WBJB-FM (Lincroft)	\$224,182
	WFMU-FM (Jersey City)	\$265,746
	WWFM-FM (West Windsor)	\$227,192
<i>Other</i>	One Diversified, LLC (Kenilworth)	\$150,000
	Edison Media Research, Inc. (Somerville)	\$35,000
	FY2021 New Jersey Statewide Total	\$3,228,889

**Public Broadcasting in
NEW MEXICO****FY 2021**

<i>Employment & Earnings</i>	Station Employees in State	168
	Annual Wages	\$8,469,637
	Average Annual Salary	\$50,565
<i>Public TV Stations</i>	KENW-TV (Portales)	\$1,396,603
	KNME-TV (Albuquerque)	\$2,008,574
	KRWG-TV (Las Cruces)	\$1,245,028
<i>Public Radio Stations</i>	KABR-FM+ (Alamo)	\$398,828
	KANW-FM (Albuquerque)	\$442,994
	KHFM-FM (Albuquerque)	\$347,165
	KGLP-FM (Gallup)	\$392,546
	KRWG-FM (Las Cruces)	\$449,354
	KSFR-FM (Santa Fe)	\$313,715
	KENW-FM (Portales)	\$314,885
	KSHI-FM+ (Zuni)	\$389,591
	KUNM-FM (Albuquerque)	\$475,686

KCIE-FM+ (Dulce)	\$426,627
KSJE-FM (Farmington)	\$379,770
KTDB-FM+ (Pine Hill)	\$392,778

FY2021 New Mexico Statewide Total **\$9,374,144**

Public Broadcasting in
NEW YORK

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	1176
	Annual Wages	\$126,119,735
	Average Annual Salary	\$107,222

<i>Public TV Stations</i>	WMHT-TV (Troy)	\$1,736,227
	WPBS-TV (Watertown)	\$1,358,944
	WSKG-TV (Vestal)	\$1,817,289
	WNED-TV (Buffalo)	\$2,075,996
	WNET-TV (New York)	\$13,971,430
	WCFE-TV (Plattsburgh)	\$1,286,712
	WXXI-TV (Rochester)	\$2,440,042
	WCNY-TV (Syracuse)	\$1,550,446
	WNYE-TV (New York)	\$2,585,970

<i>Public Radio Stations</i>	WAMC-FM (Albany)	\$635,053
	WSKG-FM (Vestal)	\$409,143
	WFUV-FM (Bronx)	\$635,746
	WNED-FM (Buffalo)	\$364,871
	WSLU-FM (Canton)	\$597,902
	WEOS-FM (Geneva)	\$273,321
	WRFA-FM (Jamestown)	\$280,274
	WJFF-FM (Jeffersonville)	\$327,523
	WNYC-FM (New York)	\$4,535,773
	WRVO-FM (Oswego)	\$317,987
	WXXI-FM (Rochester)	\$373,772
	WCNY-FM (Syracuse)	\$197,480
	WMHT-FM (Troy)	\$250,738
	WAER-FM (Syracuse)	\$294,282
	WLIW-FM (New York)	\$279,765

<i>Other</i>	Black Public Media (New York)	\$1,858,591
	StoryCorps (Brooklyn)	\$2,300,000
	Education Development Center (New York)	\$2,059,202

Unladylike Productions, LLC (New York)	\$25,400
McGee Media, LLC (Katonah)	\$428,006
Brown Kids Media LLC (New York)	\$120,000
Firelight Media, Inc. (New York)	\$5,650,000
FJ Live, LLC (New York)	\$5,000
Penguin Group USA LLC (New York)	\$20,000
Sesame Workshop (New York)	\$381,826

FY2021 New York Statewide Total **\$52,375,697**

Public Broadcasting in

NORTH CAROLINA

FY 2021

<i>Employment</i>	Station Employees in State	345
<i>& Earnings</i>	Annual Wages	\$23,929,639
	Average Annual Salary	\$69,412

<i>Public</i>	WTVI-TV (Charlotte)	\$1,471,046
<i>TV Stations</i>	UNC-TV (Research Triangle Park)	\$4,557,406
	WUNC-TV (Chapel Hill)	
	WUND-TV (Edenton)	
	WUNE-TV (Linville)	
	WUNF-TV (Asheville)	
	WUNG-TV (Concord)	
	WUNJ-TV (Wilmington)	
	WUNK-TV (Greenville)	
	WUNL-TV (Winston-Salem)	
	WUNM-TV (Jacksonville)	
	WUNP-TV (Roanoke Rapids)	
	WUNU-TV (Lumberton)	
	WUNW-TV (Canton)	

<i>Public</i>	WCQS-FM (Asheville)	\$485,618
<i>Radio Stations</i>	WSNC-FM* (Winston-Salem)	\$315,376
	North Carolina Public Radio	\$1,767,695
	WUNC-FM (Chapel Hill)	
	WRQM-FM (Rocky Mount)	
	WUND-FM (Manteo)	
	WFAE-FM (Charlotte)	\$601,945
	WDAV-FM (Davidson)	\$333,802
	WNCU-FM* (Durham)	\$351,499
	WRVS-FM* (Elizabeth City)	\$395,924

	WTEB-FM (New Bern)	\$265,255
	WNCW-FM (Spindale)	\$267,733
	WHQR-FM (Wilmington)	\$271,322
	WFDD-FM (Winston-Salem)	\$407,418
<i>Other</i>	Public Radio Program Directors Association	\$10,000
FY2021 North Carolina Statewide Total		\$11,502,039

Public Broadcasting in
NORTH DAKOTA

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	98
	Annual Wages	\$6,361,547
	Average Annual Salary	\$65,080
<i>Public TV Stations</i>	Prairie Public Broadcasting (Fargo)	\$2,002,482
	KFME-TV (Fargo)	
	KGFE-TV (Grand Forks)	
	KBME-TV (Bismarck)	
	KSRE-TV (Minot)	
	KDSE-TV (Dickinson)	
	KWSE-TV (Williston)	
	KJRE-TV (Ellendale)	
	KCGE-TV (Crookston, MN)	
	KMDE-TV (Devils Lake)	
<i>Public Radio Stations</i>	KEYA-FM+ (Belcourt)	\$406,529
	KABU-FM+ (St. Michaels)	\$399,216
	KMHA-FM+ (New Town)	\$419,893
	Prairie Public Radio (Fargo)	\$391,027
	KCND-FM (Bismarck)	
	KPPD-FM (Devils Lake)	
	KDPR-FM (Dickinson)	
	KDSU-FM (Fargo)	
	KUND-FM (Grand Forks)	
	KFJM-FM (Grand Forks)	
	KPRJ-FM (Jamestown)	
	KMPR-FM (Minot)	
	KPPR-FM (Williston)	

FY2021 North Dakota Statewide Total **\$3,619,147**

**Public Broadcasting in
OHIO**

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	482
	Annual Wages	\$35,046,637
	Average Annual Salary	\$72,711
<i>Public TV Stations</i>	WOUB-TV (Athens)	\$1,662,213
	WBGU-TV (Bowling Green)	\$1,410,800
	WCET-TV (Cincinnati)	\$1,635,979
	Ideastream/WVIZ-TV (Cleveland)	\$2,445,008
	WOSU-TV (Columbus)	\$1,750,687
	WPTD-TV (Dayton)	\$1,585,793
	WNEO-TV (Kent)	\$1,503,602
	WGTE-TV (Toledo)	\$1,642,253
<i>Public Radio Stations</i>	WAPS-FM (Akron)	\$242,282
	WOUB-FM (Athens)	\$404,539
	WGUC-FM (Cincinnati)	\$700,089
	WCPN-FM (Cleveland)	\$1,074,150
	WCBE-FM (Columbus)	\$265,612
	WDPR-FM (Dayton)	\$227,590
	WKSU-FM (Kent)	\$477,469
	WGTE-FM (Toledo)	\$241,859
	WCSU-FM* (Wilberforce)	\$382,011
	WYSU-FM (Youngstown)	\$269,121
	WOSU-FM (Columbus)	\$641,319
WYSO-FM (Yellow Springs)	\$292,014	
FY 2021 Ohio Statewide Total		\$18,612,531

**Public Broadcasting in
OKLAHOMA**

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	110
	Annual Wages	\$5,352,946
	Average Annual Salary	\$48,885
<i>Public TV Stations</i>	KRSU-TV (Claremore)	\$1,178,774
	Oklahoma Educational Television Authority (OC)	\$2,081,502
	KETA-TV (Oklahoma City)	
	KOED-TV (Tulsa)	

KOET-TV (Eufaula)
 KWET-TV (Cheyenne)

<i>Public</i>	KUCO-FM (Edmond)	\$218,939
<i>Radio Stations</i>	KCCU-FM (Lawton)	\$219,070
	KGOU-FM (Norman)	\$280,570
	KOSU-FM (Stillwater)	\$315,295
	KWGS-FM (Tulsa)	\$272,331

FY2021 Oklahoma Statewide Total **\$4,566,481**

Public Broadcasting in
OREGON

FY 2021

<i>Employment</i>	Station Employees in State	288
<i>& Earnings</i>	Annual Wages	\$24,944,886
	Average Annual Salary	\$86,689

<i>Public</i>	KSYS-TV (Medford)	\$1,307,308
<i>TV Stations</i>	Oregon Public Broadcasting (Portland)	\$3,264,074
	KOPB-TV (Portland)	
	KOAC-TV (Corvallis)	
	KEPB-TV (Eugene)	
	KOAB-TV (Bend)	
	KTVR-TV (La Grande)	

<i>Public</i>	KSOR-FM (Ashland)	\$529,557
<i>Radio Stations</i>	KMUN-FM (Astoria)	\$337,262
	KBOO-FM (Portland)	\$219,328
	KNCA-FM (Ashland)	\$336,529
	KRVM-FM (Eugene)	\$326,992
	KCUW-FM+ (Pendleton)	\$399,777
	KLCC-FM (Eugene)	\$481,382
	KWAX-FM (Eugene)	\$327,095
	KQAC-FM (Portland)	\$404,233
	KWSO-FM+ (Warm Springs)	\$402,954
	OPB Radio (Portland)	\$1,523,843
	KETP-FM (Enterprise)	
	KHRV-FM (Hood River)	
	KOAB-FM (Bend)	
	KOAC-FM (Corvallis)	
	KOAC-FM (Astoria)	

KOAP-FM (Lakeview)
 KOBK-FM (Baker City)
 KOBN-FM (Burns)
 KOGL-FM (Glendon Beach)
 KOPB-FM (Eugene)
 KOTD-FM (The Dalles)
 KRBM-FM (Pendleton)
 KTMK-FM (Tillamook)

FY2021 Oregon Statewide Total **\$9,860,334**

Public Broadcasting in
PENNSYLVANIA

FY 2021

<i>Employment</i>	Station Employees in State	667
<i>& Earnings</i>	Annual Wages	\$55,196,791
	Average Annual Salary	\$82,785

<i>Public</i>	WLVT-TV (Bethlehem)	\$1,371,456
<i>TV Stations</i>	WQLN-TV (Erie)	\$1,508,428
	WITF-TV (Harrisburg)	\$1,173,915
	WHYY-TV (Philadelphia)	\$3,499,270
	WQED-TV (Pittsburgh)	\$2,134,784
	WVIA-TV (Pittston)	\$1,326,401
	WPSU-TV (University Park)	\$1,924,171

<i>Public</i>	WHYY-FM (Philadelphia)	\$965,473
<i>Radio Stations</i>	WDIY-FM (Bethlehem)	\$233,485
	WQLN-FM (Erie)	\$220,011
	WITF-FM (Harrisburg)	\$328,431
	WLCH-FM (Lancaster)	\$268,537
	WXPN-FM (Philadelphia)	\$681,813
	WQED-FM (Pittsburgh)	\$233,662
	WVIA-FM (Pittston)	\$246,289
	WPSU-FM (University Park)	\$346,927
	WRTI-FM (Philadelphia)	\$434,049
	WYEP-FM (Pittsburgh)	\$575,487

<i>Other</i>	The Fred Rogers Company (Pittsburgh)	\$2,700,000
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FY2021 Pennsylvania Statewide Total **\$20,281,009**

Public Broadcasting in
Puerto Rico

FY2021

<i>Employment & Earnings</i>	Public Broadcasting Employees	148
	Total Wages	\$7,693,125
	Average Annual Salary	\$51,981
<i>Public TV Stations</i>	WMTJ-TV (Rio Piedras)	\$681,349
	WIPR-TV (San Juan)	\$1,641,326
<i>Public Radio Stations</i>	WIPR-FM (San Juan)	\$449,670
	WRTU-FM (San Juan)	\$413,984
FY2021 Puerto Rico Total		\$3,186,329

Public Broadcasting in
RHODE ISLAND

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	85
	Annual Wages	\$5,958,725
	Average Annual Salary	\$70,103
<i>Public TV Stations</i>	Rhode Island PBS/WSBE (Providence)	\$1,122,737
<i>Public Radio Stations</i>	WRNI (Providence)	\$396,450
	WRNI-AM (Providence)	
	WRNI-FM (Narragansett)	
FY2021 Rhode Island State Total		\$1,519,187

Public Broadcasting in
SOUTH CAROLINA

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	150
	Annual Wages	\$7,627,816
	Average Annual Salary	\$50,852
<i>Public</i>	South Carolina Educational Television (Columbia)	\$2,667,155

<i>TV Stations</i>	WNTV-TV (Greenville) WITV-TV (Charleston) WRLK-TV (Columbia) WJPM-TV (Florence)d WEBA-TV (Allendale) WJWJ-TV (Beaufort) WRJA-TV (Sumter) WNSC-TV (Rock Hill) WHMC-TV (Conway) WRET-TV (Spartanburg) WNEH-TV (Greenwood)	
<i>Public Radio Stations</i>	WSSB-FM* (Orangeburg) SCETV Radio WSCI/89.3 (Charleston) WLTR/91.3 (Columbia) WEPR/90.1 (Greenville) WLJK/89.1 (Aiken) WJWJ-FM/89.9 (Beaufort) WHMC-FM/90.1 (Conway) WRJA-FM/88.1 (Sumter) WNSC-FM/88.9 (Rock Hill)	\$369,087 \$284,531
<i>Other</i>	National Educational Telecommunications Assoc.	\$115,000

FY2021 South Carolina Statewide Total **\$3,435,773**

Public Broadcasting in
SOUTH DAKOTA

FY 2021

<i>Employment & Earnings</i>	Station Employees in State Annual Wages Average Annual Salary	88 \$4,719,346 \$53,782
<i>Public TV Stations</i>	South Dakota Public Broadcasting KUSD-TV (Vermillion) KBHE-TV (Rapid City) KCSD-TV (Sioux Falls) KDSD-TV (Aberdeen) KESD-TV (Brookings) KPSD-TV (Eagle Butte)	\$2,156,853

	KQSD-TV (Lowry)	
	KTSD-TV (Pierre)	
	KZSD-TV (Martin)	
<i>Public Radio Stations</i>	South Dakota Public Broadcasting	\$478,294
	89.7/KUSD (Vermillion)	
	89.3/KBHE (Rapid City)	
	90.9/KCSD (Sioux Falls)	
	90.9/KDSD (Aberdeen)	
	88.3/KESD (Brookings)	
	97.1/KPSD-FM (Eagle Butte)	
	91.9/KQSD-FM (Lowry)	
	91.1/KTSD-FM (Reliance)	
	102.5/KZSD-FM (Martin)	
	KDKO-FM+ (Lake Andes)	\$399,075
	KLND-FM+ (McLaughlin)	\$392,625
	KILI-FM+ (Porcupine)	\$397,851
	KOYA-FM (Rosebud)	\$357,980
<i>Other</i>		
	Public Radio News Directors, Inc. (Sturgis)	\$50,000
	FY2021 South Dakota Statewide Total	\$4,232,678

***Public Broadcasting in
TENNESSEE***

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	200
	Annual Wages	\$11,594,346
	Average Annual Salary	\$57,899
<i>Public TV Stations</i>	WTCI-TV (Chattanooga)	\$1,244,055
	WCTE-TV (Cookeville)	\$1,340,035
	WKNO-TV (Cordova)	\$1,352,664
	WETP-TV (Knoxville)	\$1,468,372
	WLJT-TV (Martin)	\$1,319,654
	WNPT-TV (Nashville)	\$1,656,089
<i>Public Radio Stations</i>	WDVX-FM (Knoxville)	\$218,401
	WUTC-FM (Chattanooga)	\$240,391
	WKNO-FM (Cordova)	\$265,835
	WETS-FM (Johnson City)	\$227,149
	WUOT-FM (Knoxville)	\$293,361

WPLN-FM (Nashville)	\$653,341
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FY2021 Tennessee Statewide Total	\$10,279,347
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Public Broadcasting in
TEXAS

FY 2021

<i>Employment</i>	Station Employees in State	572
<i>& Earnings</i>	Annual Wages	\$47,122,385
	Average Annual Salary	\$82,454

<i>Public</i>	KACV-TV (Amarillo)	\$1,404,879
<i>TV Stations</i>	KLRU-TV (Austin)	\$2,639,025
	KAMU-TV (College Station)	\$1,553,811
	KEDT-TV (Corpus Christi)	\$1,276,502
	KERA-TV (Dallas)	\$2,548,947
	KUHT-TV (Houston)	\$2,312,599
	KTTZ-TV (Lubbock)	\$2,454,122
	KPBT-TV (Midland)	\$1,295,026
	KLRN-TV (San Antonio)	\$1,450,699

<i>Public</i>	KACU-FM (Abilene)	\$313,347
<i>Radio Stations</i>	KUT-FM (Austin)	\$1,018,383
	KVLU-FM (Beaumont)	\$266,901
	KAMU-FM (College Station)	\$256,608
	KETR-FM (Commerce)	\$330,284
	KEDT-FM (Corpus Christi)	\$324,979
	KERA-FM (Dallas)	\$1,055,652
	KTEP-FM (El Paso)	\$370,981
	KUHF-FM (Houston)	\$902,132
	KNCT-FM (Killeen)	\$242,814
	KTTZ-FM (Lubbock)	\$340,647
	KRTS-FM (Marfa)	\$453,489
	KXWT-FM (Marfa)	\$339,883
	KPVU-FM* (Prairie View)	\$338,410
	KPAC-FM (San Antonio)	\$773,308
	KTXK-FM (Texarkana)	\$313,751
	KWBU-FM (Waco)	\$271,706
	KMFA-FM (Austin)	\$424,132
	KTSU-FM* (Houston)	\$540,986

<i>Other</i>	Renaud Films LLC (Austin)	\$800,000
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FY2021 Texas Statewide Total **\$26,016,748**

Public Broadcasting in

UTAH

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	275
	Annual Wages	\$22,317,034
	Average Annual Salary	\$81,301
<i>Public TV Stations</i>	KUEN-TV (Salt Lake City)	\$5,105,811
	KUED-TV (Salt Lake City)	\$2,223,984
<i>Public Radio Stations</i>	KPCW-FM (Park City)	\$403,511
	KUSU-FM (Logan)	\$359,544
	KUER-FM (Salt Lake City)	\$692,106
	KRCL-FM (Salt Lake City)	\$232,620

FY2021 Utah Statewide Total **\$9,017,576**

Public Broadcasting in

VERMONT

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	104
	Annual Wages	\$7,899,766
	Average Annual Salary	\$76,326
<i>Public TV Stations</i>	Vermont Public Television (Colchester)	\$1,565,898
	WETK-TV (Burlington)	
	WVER-TV (Rutland)	
	WVTB-TV (St. Johnsbury)	
	WVTA-TV (Windsor)	
<i>Public Radio Stations</i>	Vermont Public Radio	\$1,418,579
	WVPS-FM (Colchester)	
	WVPR-FM (Windsor)	
	WRVT-FM (Rutland)	
	WVPA-FM (St. Johnsbury)	
	WBTN-FM (Bennington)	
	WVBA-FM (Brattleboro)	

FY2021 Vermont Statewide Total		\$2,984,477
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Public Broadcasting in
Virgin Islands

FY2021

<i>Employment & Earnings</i>	Public Broadcasting Employees	36
	Total Wages	\$2,770,638
	Average Annual Salary	\$76,431

<i>Public TV Stations</i>	WTJX-TV (St. Thomas)	\$1,497,440
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FY2021 Virgin Islands Total		\$1,497,440
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Public Broadcasting in
VIRGINIA

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	552
	Annual Wages	\$67,123,206
	Average Annual Salary	\$121,710

<i>Public TV Stations</i>	WETA-TV (Arlington)	\$11,204,092
	WHRO-TV (Norfolk)	\$1,597,926
	VPM Media Corporation	\$3,256,213
	WCVE-TV (Richmond)	
	WHTJ-TV (Charlottesville)	
	WNVT-TV (Falls Church)	
	WBRA-TV (Roanoke)	\$1,252,043

<i>Public Radio Stations</i>	WETA-FM (Arlington)	\$544,915
	WTJU-FM (Charlottesville)	\$277,613
	WMRA-FM (Harrisonburg)	\$294,961
	WHRV-FM (Norfolk)	\$544,761
	WCVE-FM (Richmond)	\$342,457
	WVTF-FM (Roanoke)	\$418,946
	WNRN-FM (Charlottesville)	\$257,695
	WNSB-FM* (Norfolk)	\$331,807

<i>Other (Producers, Consultants, Etc.)</i>	Public Broadcasting Service (Arlington)	\$119,048,286
	Newshour Productions, LLC (Arlington)	\$349,577
	J6 Consultants, Inc.	\$74,370

Jems Strategic Group, LLC \$3,200

FY2021 Virginia Statewide Total \$139,798,862

Public Broadcasting in
WASHINGTON

FY 2021

Employment & Earnings Station Employees in State 480
Annual Wages \$39,606,103
Average Annual Salary \$82,556

Public TV Stations KWSU-TV (Pullman) \$1,255,743
KCTS-TV (Seattle) \$3,367,941
KSPS-TV (Spokane) \$1,678,055
KBTC-TV (Tacoma) \$1,154,913

Public Radio Stations KSVR-FM (Mount Vernon) \$280,399
KWSU-AM (Pullman) \$428,454
KUOW-FM (Seattle) \$1,356,539
KEXP-FM (Seattle) \$732,618
KPBX-FM (Spokane) \$420,404
KPLU-FM (Tacoma) \$794,140
KING-FM (Seattle) \$649,813
KDNA-FM (Granger) \$386,801
KNHC-FM (Seattle) \$234,381
KBCS-FM (Bellevue) \$255,825

FY2021 Washington Statewide Total \$12,995,572

Public Broadcasting in
WEST VIRGINIA

FY 2021

Employment & Earnings Station Employees in State 117
Annual Wages \$6,150,117
Average Annual Salary \$52,565

Public TV Stations West Virginia Public Broadcasting \$1,641,151
WPBY-TV (Huntington)
WSWP-TV (Beckley)
WNPB-TV (Morgantown)
WPWP (Beckley)

<i>Public</i>	WVPB-FM (Charleston)	\$394,272
<i>Radio Stations</i>	Allegheny Mountain Radio	\$690,296
	WVMR-AM (Frost)	
	WVLS-FM (Dunmore)	
	WCHG-FM (Hot Springs, Virginia)	
	WVMR-FM (Dunmore)	
	WVPC-FM (Franklin)	
	WNMP-FM (Marlinton)	

FY2021 West Virginia Statewide Total **\$2,725,719**

Public Broadcasting in
WISCONSIN

FY 2021

<i>Employment</i>	Station Employees in State	457
<i>& Earnings</i>	Annual Wages	\$31,875,617
	Average Annual Salary	\$69,750

<i>Public</i>	Wisconsin Public Television	\$4,622,276
<i>TV Stations</i>	WHA-TV (Madison)	
	WHLA-TV (La Crosse)	
	WHRM-TV (Wausau)	
	WHWC-TV (Menomonie)	
	WLEF-TV (Park Falls)	
	WPNE-TV (Green Bay)	
	Milwaukee Public Television/WMVS-TV	\$2,642,801

<i>Public</i>	WOJB-FM+ (Hayward)	\$387,683
<i>Radio Stations</i>	WORT-FM (Madison)	\$229,291
	WUWM-FM (Milwaukee)	\$455,094
	WYMS-FM (Milwaukee)	\$793,792
	WXPR-FM (Rhineland)	\$326,561
	WLSU-FM (Madison)	\$363,765
	Wisconsin Public Radio	\$1,863,812
	WHAD-FM 90.7 (Milwaukee)	
	WERN-FM 88.7 (Milwaukee)	
	WHA-AM 970 (Madison)	
	WHID-FM 88.1 (Green Bay)	
	WRST-FM 90.3 (Oshkosh)	
	WHND-FM 89.7 (Sister Bay)	
	WSHS-FM 91.7 (Sheboygan)	

WHLA-FM 90.3 (La Crosse)
 WHHI-FM 91.3 (Highland)
 WSSW-FM 89.1 (Platteville)
 WHWC-FM 88.3 (Menomonie)
 WUEC-FM 89.7 (Eau Claire)
 WRFW-FM 88.7 (River Falls)
 KUWS-FM 91.3 (Superior)
 WHSA-FM 89.9 (Brule)
 WHRM-FM 90.9 (Wausau)

FY2021 Wisconsin Statewide Total **\$11,685,075**

Public Broadcasting in
WYOMING

FY 2021

<i>Employment & Earnings</i>	Station Employees in State	43
	Annual Wages	\$2,499,651
	Average Annual Salary	\$57,795

<i>Public TV Stations</i>	Wyoming PBS	\$1,709,358
	KCWC-TV (Riverton)	
	KWYP-TV (Laramie)	
	KPTW-TV (Casper)	

<i>Public Radio Stations</i>	Wyoming Public Radio	\$642,402
	KBUW-FM (Buffalo)	
	KDUW-FM (Douglas)	
	KSUW-FM (Sheridan)	
	KUWA-FM (Afton)	
	KUWC-FM (Casper)	
	KUWD-FM (Sundance)	
	KUWG-FM (Gillette)	
	KUWI-FM (Rawlins)	
	KUWJ-FM (Jackson)	
	KUWN-FM (Newcastle)	
	KUWP-FM (Powell)	
	KUWR-FM (Laramie)	
	KUWT-FM (Thermopolis)	
	KUWX-FM (Pinedale)	
	KUWZ-FM (Rock Springs)	

FY2021 Wyoming Statewide Total **\$2,351,760**

OTHER INDEPENDENT AGENCIES

CORPORATION FOR PUBLIC BROADCASTING

Federal Funds

CORPORATION FOR PUBLIC BROADCASTING

For payment to the Corporation for Public Broadcasting ("CPB"), as authorized by the Communications Act of 1934, an amount which shall be available within limitations specified by that Act, for the fiscal year 2025, \$565,000,000: Provided, That none of the funds made available to CPB by this Act shall be used to pay for receptions, parties, or similar forms of entertainment for Government officials or employees: Provided further, That none of the funds made available to CPB by this Act shall be available or used to aid or support any program or activity from which any person is excluded, or is denied benefits, or is discriminated against, on the basis of race, color, national origin, religion, or sex: Provided further, That none of the funds made available to CPB by this Act shall be used to apply any political test or qualification in selecting, appointing, promoting, or taking any other personnel action with respect to officers, agents, and employees of CPB.

In addition, for the costs associated with replacing and upgrading the public broadcasting interconnection system, including the costs of interconnection facilities and operations under subsections (k)(3)(A)(i)(II) and (k)(3)(A)(iv)(I) of section 396 of the Communications Act of 1934, and for other technologies and services that create infrastructure and efficiencies within the public media system, \$60,000,000: Provided, That such amounts shall be in addition to any other funds available for such purposes.

Note.—A full-year 2022 appropriation for this account was not enacted at the time the Budget was prepared; therefore, the Budget assumes this account is operating under the Continuing Appropriations Act, 2022 (Division A of Public Law 117–43, as amended). The amounts included for 2022 reflect the annualized level provided by the continuing resolution.

Program and Financing (in millions of dollars)

Identification code 020-0151-0-1-503	2021 actual	2022 est.	2023 est.
Obligations by program activity:			
0001 General programming	445	465	475
0002 Interconnection	20	20	60
0003 Fiscal Stabilization	175
0900 Total new obligations, unexpired accounts (object class 41.0)	640	485	535
Budgetary resources:			
Budget authority:			
Appropriations, discretionary:			
1100 Appropriation	20	20	60

Advance appropriations, discretionary:				
1170	Advance appropriation - General Programming	445	465	475
Appropriations, mandatory:				
1200	Appropriation-ARP Fiscal Stabilization	175
1900	Budget authority (total)	640	485	535
1930	Total budgetary resources available	640	485	535
Change in obligated balance:				
Unpaid obligations:				
3010	New obligations, unexpired accounts	640	485	535
3020	Outlays (gross)	-640	-485	-535
Budget authority and outlays, net:				
Discretionary:				
4000	Budget authority, gross	465	485	535
Outlays, gross:				
4010	Outlays from new discretionary authority	465	485	535
Mandatory:				
4090	Budget authority, gross	175
Outlays, gross:				
4100	Outlays from new mandatory authority	175
4180	Budget authority, net (total)	640	485	535
4190	Outlays, net (total)	640	485	535

The Budget proposes an advance appropriation of \$565 million for the Corporation for Public Broadcasting (CPB) for fiscal year 2025. In 1975, Congress first agreed to begin providing CPB with a two-year advance appropriation to support long-range financing planning and to insulate programming decisions. This commitment of future Federal dollars helps leverage investments from other sources and gives producers essential lead time to plan, design, create, and support programming and services. CPB uses funding to provide grants to qualified public television and radio stations to be used at their discretion for purposes related to program production or acquisition, as well as for general operations. CPB also supports the production and acquisition of radio and television programs for national distribution. In addition, CPB assists in the financing of several system-wide activities, including interconnection services and limited technical assistance, research, and planning services to improve systemwide capacity and performance.