



Corporation
for Public
Broadcasting



About Us

- The Corporation for Public Broadcasting is a private, nonprofit corporation created by Congress in the Public Broadcasting Act of 1967. CPB is the steward of the federal investment in public media and ensures a healthy and vibrant public media service.
- CPB is the largest single source of funding for public radio, television, and related online and mobile services in the U.S. For less than a cup of coffee per American per year, CPB provides critical operational support for more than 1,500 locally managed public television and radio stations that reach virtually every household in the country.
- CPB helps support the production of broadcast and digital content for delivery on multiple media platforms. CPB does not own, operate, or control broadcast stations, and CPB does not produce or distribute programming.
- Unlike in other countries, public media in the U.S. is locally based, with local stations deciding how to best serve their communities. CPB, PBS, and NPR are independent of each other and of the local public television and radio stations across the country.

Our Mission



Universal Access

01 CPB's mission is to ensure universal access to non-commercial high-quality content and telecommunications services. CPB supports the local public television and radio stations across the country. These stations serve approximately 99 percent of the American population.

Inform, Educate, Enlighten, and Enrich

02 Public media strives to provide programs and services that inform, educate, enlighten, and enrich the public. CPB encourages the development of content that involves creative risk and that addresses the needs of unserved and underserved audiences, especially children and minorities.

Common Values

03 CPB-funded programs and services reflect our common values and cultural diversity, and address the needs of unserved and underserved audiences around the country in ways that are not possible with commercial media alone.

Funding

- CPB's annual appropriation is \$525 million for FY 2024. By statute, more than 70% of the appropriation goes directly to stations in the form of Community Service Grants.
- Public media is a public-private partnership. Stations leverage CPB funding an average of six times over to raise money from state and local governments, underwriters, foundations and individuals. Rural stations typically depend on CPB funding as a greater part of their budget.

CPB Quick Facts

- Percent of Americans who have access to public media: 99%
- CPB's FY2024 Federal appropriation: \$525 million
- Average cost per American for public broadcasting per year: \$1.60
- Number of CPB funded public TV stations: 357; public radio stations: 1,207

- Number of CPB station grantees considered rural: 251
- Total number of people employed by public media stations: 18,695
- Percent of funding given to local stations: More than 70%
- Percent of funding spent on CPB operations: Less than 5%

For more information, go to cpb.org