

**Corporation for Public Broadcasting  
Appropriation Request and Justification  
FY 2018 and FY 2020**

*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](http://www.cpb.org)

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**FINANCIAL SUMMARY OF THE CORPORATION FOR PUBLIC BROADCASTING'S  
(CPB) BUDGET REQUESTS FOR FISCAL YEAR 2018/2020**

**FY 2020 CPB Funding**

The Corporation for Public Broadcasting requests a \$445 million advance appropriation for Fiscal Year (FY) 2020. This is level funding as provided by Congress for FY 2018, and requested by the Administration for FY 2019. First proposed by President Ford as a five-year advance, the two-year advance appropriation, in place since 1976, is the most important part of the public private partnership that provides stations with the critical seed money they need to leverage local fundraising and develop high quality educational productions. In addition, it serves as a firewall that protects public media's independence and role as a trusted source from external interference and control.

Over the past six fiscal years, CPB and the public media system have acted with fiscal restraint and responsibility. Sequestration notwithstanding, FY 2020 will follow eight straight years of level funding for CPB.

**CPB Annual Funding History, FY 2014 through FY 2020**

(\$ millions)	FY2014	FY2015	FY2016	FY2017	FY2018	FY 2019	FY 2020
General Fund	\$445	\$444.75	\$445	\$445	\$445	\$445 Requested	\$445 CPB Request
Interconnection	N/A	N/A	\$40	\$50 Requested	\$55 Request	\$20 Tentative Request	\$20 Tentative Request

**FY 2018 Public Broadcasting Interconnection Funding**

CPB requests \$55 million to replace the public television and public radio interconnection systems, referred to in our request as the “public broadcasting interconnection system.” President Obama’s FY 2016 Budget provided the following for public television interconnection: \$40 million in FY 2016, \$50 million in FY 2017, \$55 million in FY 2018, and \$52 million in FY 2019. In FY 2016, Congress broadened the funding language from public television to include public radio by providing CPB with \$40 million to begin the upgrade and replacement of the “public broadcasting interconnection system.” While we do not know what Congress will provide for interconnection in FY 2017, CPB will adhere to the Administration’s budget timeline and accordingly requests \$55 million in FY 2018.

Congressional support of the interconnection system originates in the 1967 Public Broadcasting Act which 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)]. Since 1988, Congress has supported a separate appropriation for public media’s interconnection needs.<sup>1</sup>

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<sup>1</sup> Public Telecommunications Act of 1988 (P.L., 100-626)

## **NARRATIVE SUMMARY OF THE CORPORATION FOR PUBLIC BROADCASTING'S (CPB) BUDGET REQUESTS FOR FISCAL YEAR 2018/2020**

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 public media content that informs, educates and enriches. CPB supports a healthy and vibrant network of public media stations that play an essential role in public safety and civic leadership as well as in providing trusted local journalism, high-quality educational programming and local services to communities throughout the nation. Through key initiatives such as Veterans Coming Home; American Graduate: Let's Make it Happen; Local and Regional Journalism Collaborations; Ready To Learn; and public safety, 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.

CPB's education mission encompasses early childhood, elementary and secondary school, and lifelong learning. Beginning with Ready to Learn, a program proven to help preschoolers prepare to succeed in school, hundreds of millions of young children have benefited from this enrichment during public broadcasting's decades-long commitment. A growing number of state governments see Ready to Learn as an important element in achieving universal pre-school education.

“The true power of public media to improve civic life lies in their unique assets combined with national reach and community relationships.” – Dr. Robert Balfanz, Director, Everyone Graduates Center, Johns Hopkins University School of Education

The PBS LearningMedia initiative, funded in part by CPB, provides elementary and secondary school education resources to 1.8 million teachers and 35 million K-12 students, including more than 30,000 homeschoolers. PBS LearningMedia content includes standards-based, curriculum-aligned, interactive digital learning objects 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 Smithsonian Institution, NASA, the National Science Foundation, and other leading educational and cultural institutions.

CPB's American Graduate initiative is aimed at reducing the high-school dropout rate and has had a significant impact on public awareness of the drop-out crisis. In response, public media stations have formed more than 1,800 community partnerships and have broadcast over 20,000 hours of content to address this serious national and local issue. In October 2016, the U.S. Department of Education announced an all-time high graduation rate of 83 percent for the 2014-2015 school year. Public media's efforts are contributing to this successful result. However, there is much work remaining in order to achieve a 90 percent graduation rate by 2020.

Further, CPB funding makes it possible for public television to operate the largest not-for-profit Graduate Equivalency Diploma (GED) program in the country, serving hundreds of thousands of second-chance learners and adult students. CPB grants encourage successful new initiatives in workforce development and veterans training among adults, in addition to the lifetime enrichment of hundreds of millions of Americans through historical, cultural and public affairs programming.

Public safety is another core mission. Public media stations are the backbone of the WARN system of presidential alerts in times of national emergency. They are increasingly effective partners in the Emergency Alert System working with state and local public safety, law enforcement, and first responder organizations by connecting these agencies with one another, with the public, and with vital datacasting capabilities in times of crisis.

Civic leadership is the third pillar of public service on which public media stands. This leadership encompasses highly-trusted news programming, ubiquitous forums for candidate debates at every level of the election ballot, “C-SPAN”-like coverage of State legislatures, production of documentaries preserving local history and celebrating local culture, and public affairs programming that explores local, State and national issues with political leaders and policy experts representing a broad range of perspectives.

Even as public distrust of national institutions is at an all-time high, public broadcasters have retained the trust of the American people for accurate, balanced, objective, fair, transparent, and thoughtful coverage of news and public affairs. Public radio and television stations serve as essential resources for an informed citizenry, the foundation upon which a well-functioning democracy depends. Further, public media throughout the country helps communities to understand the issues they face and provides tools for citizens to develop sustainable solutions.

High-quality, free, educational, and informative programming is the hallmark of public media. More than twenty-five years after *The Civil War* was first broadcast on public television, this landmark documentary series is still viewed in classrooms throughout the country. *NOVA* has introduced and taught scientific concepts to countless Americans since its debut in 1974. *Great Performances* brings a wide range of culture to the most remote areas of our country, giving everyone a front-row seat at the Metropolitan Opera and the Broadway stage. And NPR’s *Morning Edition* and *All Things Considered* provide important civic education to millions of Americans every day.

Public media’s programming continues to be honored with the nation’s most prestigious awards—in 2016, we received more than 80 Emmy nominations, and eight Peabody and Murrow awards—and it is a forum for civil discourse, cultural enrichment and educational instruction reaching virtually every household in America.

Public media is a public information system that is improving the lives of millions as we embrace innovation in content and technology, nurture diversity of talent and programming, and inspires civic responsibility. We have utilized technology to increase the range and depth of our services, specifically in education and public safety, to meet citizens’ needs without an increase in the federal investment to the Corporation for Public Broadcasting for eight consecutive years.

The public private partnership represented by the federal appropriation will allow CPB to continue to tell America’s changing story in a way that enhances our civil society and connects us to one another. Only through Congress’ financial support can public broadcasting remain true to its longstanding commitment to serving the rich diversity of Americans in all 50 states and territories.

## Section I

### CPB Requests a \$445 Million Advance Appropriation for FY 2020

The Corporation for Public Broadcasting (“CPB”) requests a \$445 million advance appropriation for Fiscal Year 2020. This is level funding compared to the amount provided by Congress for FY 2018 and requested by the Administration for FY 2019. The two-year advance is the most important part of the congressionally constructed firewall that protects public media’s independence from external interference and control.

The public broadcasting community is aware of the fiscal and budgetary challenges facing the federal government, including the caps placed on discretionary budget authority through 2021. Recognizing that we are asking for interconnection funding, which is the infrastructure backbone of the entire public television system, CPB is requesting level funding for the ninth year in a row.

CPB’s FY 2020 request balances the fiscal reality facing our nation with our statutory mandate to provide a valuable and trusted service to all Americans. However, public media stations cannot do it alone. 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 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. Public media continues to be one of the most trusted institutions, second only to the military, and is considered the best value for the American tax dollar.<sup>2</sup>

### Overview of the Corporation for Public Broadcasting

The federal appropriation supports approximately 1,500 locally owned and operated public television and radio stations serving almost 99 percent of the American population living in rural 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, so 95 percent of the funds go directly to provide essential services and programming to local communities, address current issues in an objective, fair and balanced fashion; expand and strengthen the “American Graduate” initiative to help reduce the high school dropout rate; invest more in stations’ infrastructure to enhance their local emergency alert services; and increase funding for informational, educational, cultural and diverse content and services.

The federal investment through CPB is the foundation on which the entire public media system is built, and undermining this foundation would put the entire structure in jeopardy. Local

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<sup>2</sup> Survey Sampling International (SSI), January 2017. [http://valuepbs.org/assets/docs/2017\\_Trust\\_Booklet.pdf](http://valuepbs.org/assets/docs/2017_Trust_Booklet.pdf)

stations leverage CPB funding to secure vital support from other sources, with nonfederal funding representing five of every six dollars invested annually in public media. Although private donations and existing sources help defray considerable costs for the much-honored public television and radio programming, the federal investment is essential to sustain the operations and public service mission of local public broadcasting stations, local community-based accountability, and the commitment to reaching every American through the universal service to which the Public Broadcasting Act aspires.

Further, smaller stations, especially those serving rural, minority and other underserved communities, do not have the donor base to raise as much money. In rural areas local public broadcasting stations may be the only local source of news, weather and emergency alerts and other critical community services. The federal investment in public media keeps these services commercial free and available to all Americans for free.

CPB's values are guided by our commitment to innovation, diversity and engagement, the "Three Ds" — Digital, Diversity and Dialogue. This means we are always investing in innovation in order to deliver public media programming over multiple media platforms. We continue to seek ways to expand inclusion and diversity—geographic, economic, political, and cultural—at all levels of public media, and we are committed to helping public media stations engage with their local communities. The Three D's are at the heart of CPB's leadership role within the public media system. They provide the framework for CPB's grant-making, and help CPB, as the steward of the federal appropriation, articulate public media's mission.

## **Public Media in the Larger Media Landscape**

This request comes at a time of media fragmentation and technological transitions, making the role of public media even more essential as we focus on connecting content and services to local communities, delivering the highest quality educational multimedia content, and innovating for greater efficiency and responsiveness. While there are more media outlets today than there were 50 years ago, more Americans are seeking in-depth, context-driven and fact-based information. Public media's commitment to serving as a trusted source for all Americans and as a safe, civil place for discussion is an important and relevant priority in people's lives. As we look forward, CPB will continue to serve as a trusted steward of these precious taxpayer dollars in ways that ensure the American people continue to receive value from public media. Over the past fifty years we have been early adaptors anticipating and responding to the changing ways Americans choose to receive media but what has not changed is our commitment to high quality content that improves the lives of all citizens; that honor the stories of our country, educate our youngest citizens and deliver lifelong learning to all Americans.

Public media has always been a "best case" example of television channels being used efficiently and effectively, implementing multicast capabilities and relying on unimpeded coverage areas to reach diverse communities with content and services that address the policy challenges we face locally and nationally. Public media stations are actively deploying mobile DTV, HD, multicasting and educational and public safety datacasting. CPB's appropriation will help the public media system respond to the quickening pace of technological change and the changing ways in which Americans are consuming and producing media.

## Spectrum Incentive Auction

CPB has been helping public television stations plan for the FCC's television spectrum incentive auction and repacking process, which began in March 2016. While CPB is supportive of the auction, it does not want public television service diminished as the result. The auction will force many public television stations to move to a different channel as the FCC repacks broadcasters together to make a contiguous block of spectrum available to wireless providers. Decades of investment made in local public media by Americans—individually and through their federal, state and local governments, as well as through businesses and foundations—could be significantly affected.

The spectrum auction and repacking process presents two major challenges to the public media system. First, it could reduce universal coverage in over-the-air broadcasts. This happens if either a public television station that is the sole provider in an area relinquishes its license and goes off the air or if a translator<sup>3</sup> gets displaced in the repacking process, which is much more likely. CPB supports approximately 365 translators in 35 states, many located in rural areas of the country. Particularly in rural areas of the Mountain West, daisy-chains of translators, each picking up the signal of an earlier translator in the chain and transmitting it to the next translator in the chain, are the only way to bring over-the-air broadcast service to communities. The spectrum auction process established by Congress and the FCC does not provide any financial assistance for translators that need to change channels in the repacking process. This places the financial burden on public television stations to “front” or ultimately bear repacking expenses out of their own funds for translator service. This will disproportionately impact rural stations and the communities they serve that depend on these translators for life-saving and educational services in communities that are too small to bear the financial costs of relocating the equipment needed to provide such services. It is particularly unfair to those that did not participate in the spectrum incentive auction and did not receive compensation in exchange for their spectrum.

Second, the auction is creating disparities within the system with some licensees receiving large proceeds for their frequencies, while others – the vast/great/overwhelming majority of licensees in fact – receive nothing and face the disruption, time and expense of repacking. Unlike commercial broadcast stations whose auction decisions are being made at the corporate level, public television stations are locally controlled and operated, so each station is responsible for the costs of auction exploration, manpower, and repacking. Not all of these costs will be covered by auction proceeds, nor is it assured that the \$1.75 billion that Congress set aside for the mandatory repack will be sufficient. Moreover, CPB will not receive any auction proceeds, and license holders have no obligation to reinvest their proceeds in a public media service. In such a time of uncertainty, the continued federal investment in public broadcasting is more important than ever.

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<sup>3</sup> Television translators are unmanned, low-power, television facilities that receive a signal from a “parent” television station and rebroadcast (or “translate”) the signal on a different channel, thereby extending the coverage of the full-power television station.

## ATSC 3.0

The next major transition on the horizon is from the current broadcast standard ATSC 1.0 to ATSC 3.0 or the Next Generation Television Standard. The Advanced Television Systems Committee (ATSC), a U.S.-based standards organization, is preparing to have a recommended ATSC 3.0 standard in place by the first half of 2017, setting the stage for a massive, voluntary, industry transition as soon as the first quarter of 2018 and lasting for several years.

There are four principal public service benefits of ATSC 3.0 — interactive educational children’s programming, public safety, accessibility, and visual enhancements — along with various other benefits that will broadly enhance the reach of public broadcasting and access to its noncommercial services. By creating the opportunity for interactive broadcast programming, ATSC 3.0 creates the possibility for children’s television programming to incorporate educational activities that reinforce the learning objectives of public television’s programming.

The features and functionality of ATSC 3.0 are particularly well-suited to advancing the public safety work of public television stations as well. For example, the ATSC 3.0 standard will enable geo-targeting 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 functionality of ATSC 3.0 technology could allow public broadcasters to better serve both hearing and visually impaired viewers in remarkable and innovative ways. For the first time ever, stations could transmit closed sign language alongside their broadcasts in order to better serve hearing impaired viewers. In addition, the system offers dialogue intelligibility for the hearing impaired audience by allowing viewers 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 be transmitted through either broadcast or broadband.

In order for public television to provide these expanded public services, stay relevant, competitive and viable, stations will have to undertake this costly technology transition. A One Media study suggests that it will cost a station between \$300,000 and \$600,000 to transition to the new broadcast standard.<sup>4</sup> These costs only account for the basic station equipment, which means that stations are likely to incur much higher transition costs than identified in the study. Public media is working with the FCC to align the spectrum auction repack with the newly recommended ATSC 3.0 standard so that many public television stations can maximize the Relocation Fund to save on technology costs. While the Relocation Fund will not cover all of the equipment to make a station ATSC 3.0 “ready,” nor will every public television station be eligible for the Relocation Fund, it will alleviate some of the financial stress.

Providing resources to foster technical innovations is a critical part of CPB’s leadership role in the system. Public media’s national organizations and stations are constantly innovating, using new platforms and technologies to ensure our high quality content is reaching all Americans in the ways they choose to access media. At the same time, CPB must ensure that public media

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<sup>4</sup> Radio+Television Business Report. TV’s Future May Depend on ATSC 3.0 Transition. Gregg Skall. January 9, 2016. <http://rbr.com/tvs-future-may-depend-on-atsc-3-0-transition/#eejAqCWRA6GkdZmD.99>

continues to be accessible to 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 television subscription. This is especially true as the technology gap between urban and rural continues to grow. As media and technology evolve, CPB must strategically invest to ensure that public media's high-quality content is available to all Americans free of charge and of commercial influence, wherever and however they choose to consume it.

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 be achieved independently. Financial support from the federal government is critical in maintaining a vibrant public media system.

## **An Educational Treasure**

With a mandate to provide content and resources that educate and inform, public television and radio stations have a proven 40-year track record of improving educational outcomes for all children, especially those from high-need communities. Education is the heart of public media, and our contribution to education—from early childhood through adult learning—is well-documented. Public media's content is regarded consistently as “most trusted” by parents, caregivers and teachers. As classrooms become more connected, our content becomes an even more valuable teaching tool.

We are America's largest classroom. Built on the success of programs like *Sesame Street*, *Reading Rainbow*, and *Mister Rogers' Neighborhood*, PBS is the number one source of media content for preschool teachers and a leading place parents turn to for preschool video online, with content proven to improve critical literacy and math skills in young children.

CPB's appropriation makes this high-quality, researched-based, educational content possible, both on-air and online, and available to every child in the nation. Over the past several years, CPB has supported award-winning shows such as *Daniel Tiger's Neighborhood*, which focuses on the social-emotional development of the youngest viewers (ages 2-5); *Oh Noah!*, a media project for children ages 4-8 that encourages cross-cultural understanding and second language acquisition; and *Nature Cat*, a STEM program that encourages children ages 3-8 to explore nature and develop lifelong connections with the natural world.

Recognizing the importance of a strong foundation of science knowledge to a child's future success, CPB recently supported the launch of two new science-focused series for children ages 4-7. *Ready Jet Go!* is focused on earth and space science, technology, and scientific exploration. Common Sense Media gave the series five stars, calling it “exceptional,” with high scores for educational value, positive messages and positive role models. The *Ready Jet Go! Space Explorer* free app uses augmented reality to facilitate viewing of planets and constellations. It was downloaded more than a half-million times in its first three months. *Splash and Bubbles*, an ocean science series produced by The Jim Henson Company premiered in November 2016. As part of CPB's grant to The Jim Henson Company, they created The Open Door Program, an internship for five entry-level production staff from underserved backgrounds.

PBS and public television stations complement on-air broadcast services by making educational and other noncommercial content and services available on IP-based platforms such as [PBS.org](https://www.pbs.org)

and [PBSKIDS.org](http://PBSKIDS.org), as well as station websites, streaming video services, social media, blogs, and interactive educational games. The PBS KIDS website averages 10.7 million unique visitors per month and in 2015, more minutes were spent viewing video on [PBSKIDS.org](http://PBSKIDS.org) than any other site in the kids category accounting for 44 percent of all time spent watching kids video online. The collection of 50 PBS KIDS mobile apps has been downloaded 28 million times.<sup>5</sup> A recent evaluation of the PBS KIDS' digital content found that the games and at-home activities had positive impacts on children's math skills, as well as increased parent engagement in their children's learning.<sup>6</sup> In January 2017, local public television stations throughout the country partnered with PBS to bring a new, first-of-its kind, free PBS KIDS 24/7 channel and live stream to their communities – providing kids throughout the country with the highest level of educational programming, available through local stations any time, day or night, over-the-air and streaming. Later this year, the live stream will introduce a first-of-its kind integrated games feature, enabling children to toggle between a PBS KIDS show and an activity that extends learning – all in one seamless digital experience.

PBS KIDS is a valued partner for parents. A recent survey confirmed that parents of young children rank PBS KIDS as the most trusted and relied upon media brand for school readiness,<sup>7</sup> and that PBS KIDS is the most trusted children's media brand.<sup>8</sup> To that end, in an effort to boost learning at home – and everywhere – PBS KIDS provides free resources for parents, including the PBS Parents Play & Learn App, which provides more than a dozen math and literacy-based games parents can play with their child. Additionally, PBS offers the free PBS KIDS Super Vision App, a first-of-its-kind tool that parents can access from their mobile phones to see what their child is watching, playing and learning on [PBSKIDS.org](http://PBSKIDS.org), and to help them make the most of their PBS KIDS screen time.

## **Ready To Learn**

Since Ready To Learn's (RTL) inception, public media has produced and disseminated a collection of high quality, evidence-based content to advance the school readiness skills of children, particularly those in low-income communities. In addition to creating content for broadcast, Internet, and mobile platforms, local stations work with community partners to extend learning. 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.

In recent years, RTL has been agile and innovative in response to dramatic changes in the media landscape with the advent of mobile technology. As more American families have gained access to mobile devices, this new technology environment has redefined how both adults and children in RTL's target audience access and use content. For public media and RTL policy leaders, the strategy has been to build upon a strong foundation of universal broadcast television, a nationwide network of local PBS stations, and the beloved PBS KIDS characters that comprise

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<sup>5</sup> Sources: Website average (Google Analytics Jan – Dec '14); Minutes viewed (comScore Apr – Dec '14); App downloads (AppFigures Jan '11 – Jun '15).

<sup>6</sup> 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.

<sup>7</sup> Understanding School Preparedness," Smarty Pants, 2014.

<sup>8</sup> Source: Survey Sampling International (SSI), January 2016.

public media’s early childhood line-up so that families and community organizations can excel in using RTL’s educationally-sound videos, games, and other interactive resources via television, web, smartphone, tablet, and offline experiences.

Local public television stations play an essential role in leading RTL’s engagement effort, which is unique to public media. By working with partners such as Head Start centers, daycare facilities, housing authorities, public libraries, faith-based organizations, and beyond, local stations and their collaborators provide anytime, anywhere learning opportunities. No other media organizations have this national reach combined with 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 formal and informal educational settings.

For example, a 2014 study of the preschool math property *Peg + Cat* found that children who used this content showed strong improvement in math areas such as ordinal numbers, spatial relationships, and 3-D shapes.<sup>9</sup> A later 2015 home study of *Peg + Cat* showed that parents and caregivers reported increased confidence in helping their children learn math.<sup>10</sup> Similar positive findings resulted from a study of the elementary math property *Odd Squad* which found that children using this media had significantly higher scores in post-tests than in pre-tests (e.g. 25 percent higher in skip counting, 12 percent higher in addition and subtraction, and 7 percent higher in pattern recognition).<sup>11</sup> Lastly, in an eight-week RTL study that aggregated content from *Curious George*, *The Cat in the Hat Knows a Lot About That!* and *Sid the Science Kid*, mathematics knowledge increased significantly in the RTL treatment group from both low-income and higher-income families. In this study, post-test scores of children from low-income families rose to the level of pre-test scores of children from higher-income families, and parents’ awareness and involvement in their children’s math development increased significantly.<sup>12</sup>

### **Local Education Services**

In partnership with local schools, public broadcasters provide a wide array of resources and services to thousands of schools and homeschoolers across the country. Many stations have developed online services to provide customizable video clips, aligned to state educational standards for teachers to use in classrooms. This locally driven approach to creating standards-aligned digital content for classroom use has served as a best practice for states wishing to tailor content to the unique learning needs of their students. Dr. Cindy Kirk, vice president of Educational Services at Alabama Public Television believes that “Providing teachers with quality, educational content is a vital part of our mission at Alabama Public Television.” Dr. Kirk’s belief and the work of Alabama Public Television are characteristic of the entire public media system.

PBS LearningMedia is an example of multimedia content that is leveraged for pre-K and K-12 formal education purposes by building “just in time” resources for teachers and parents to use to supplement their instruction. PBS LearningMedia offers high-quality, innovative digital

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<sup>9</sup> *Peg + Cat Small Content Study: A Report to the CPB-PBS Ready To Learn Initiative* (EDC-SRI, 2014)

<sup>10</sup> *Supporting Parent-Child Experiences with Peg + Cat Early Math Concepts* (EDC-SRI, 2015)

<sup>11</sup> *Odd Squad: Learning Math with PBS KIDS Transmedia Content at School and at Home* (WestEd, 2015)

<sup>12</sup> *Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement* (WestEd, 2015)

resources for teachers and parents, helping them engage students in exploring curriculum concepts that align with state standards. The service brings together the best of public media, delivering more than 120,000 research-based, classroom-ready learning resources—videos, interactive materials, lesson plans and images—to supplement and enrich classroom instruction for 35 million students in the United States. More than 1.8 million teachers have registered to access PBS LearningMedia's critically acclaimed PBS programs such as *NOVA* and *FRONTLINE*, and research-based educational PBS KIDS programs such as *Curious George* and *Peg+Cat*, as well as content from organizations including The National Archives, National Science Foundation and NASA.

A 2015 study that assessed the impact of PBS LearningMedia content on student learning and teachers' classroom practices showed that students made sizeable gains in content knowledge across four subjects—science, math, English Language Arts, and social studies. Further, teachers using PBS LearningMedia materials spent less time relying on didactic lecturing and reported that the digital resources helped make student learning more active, collaborative, and engaging; improved critical thinking in the classroom, increased classroom resources, and provided more ways to use technology and individualize instruction.

“My students are benefiting tremendously from the learning and the exposure that is taking place through our experiences, and because of that, we are bridging some gaps in education.” – Sharon Clark, a 4th Grade ELA teacher at Haywood County Schools in Brownsville, TN

PBS LearningMedia also includes more than 2,000 science, technology, engineering and mathematics (“STEM”) resources, funded by CPB through grants to local public television stations. This resource helps educators engage students in more complex subjects.

“PBS STEM resources on LearningMedia such as the design projects on Design Squad have provided our classroom with many activities which encourage my students to Make, Create, and Learn about the world around them.” – Shelly Fryer, a 3rd and 4th Grade Teacher from Oklahoma City, OK

Today, more than 150 local public television stations in the 50 states and territories provide a highly localized PBS LearningMedia experience in their communities, reaffirming their important role as community builders and local leaders in education. In addition to stations' commitment to providing local educational content through LearningMedia, local member stations use PBS LearningMedia to provide professional development for educators statewide. By providing educators with the tools and training they need to effectively integrate educational media into classroom instruction, public television stations have a direct impact on teacher effectiveness and student academic achievement.

“As teachers, we are constantly bombarded with new tools, new devices, and new apps. Finding trustworthy resources can be daunting so having a resource like PBS LearningMedia is very valuable.” – Don Goble an Instructor at Ladue Horton Watkins High School in St. Louis, MO

In addition to PBS LearningMedia, local stations provide unique educational resources to students and teachers across the country. CPB's funding to stations helps support their educational mission. Current examples of educational station services include:

- Iowa Public Television's educational services staff have been actively engaged with promoting the use of educational media resources to support STEM learning at more than a dozen events reaching thousands of participants. These events are supported by the Governor's STEM Advisory Council.
- Rocky Mountain PBS in Colorado continues its educational outreach programs, such as "Homework Hotline," and a Jeopardy-like program for high-schoolers called "Matchwits," which for the first time is now open to high schools statewide.
- Around the country, public television and its community partners are working together to explore financial literacy concepts and basic math skills through PBS resources and activities appropriate for children ages 3-5 and their families.
- Arkansas Educational Television Network (AETN) has provided over 10,000 activity books, 1,000 reading books, educational materials and activities to many areas of the state through local agencies, schools and events. More than 600 parents attended the parent night events. In addition, AETN has provided more than 50 hours of professional development training for 600 teachers statewide.
- Montana PBS covers 95 percent of the state's population and airs educational children's content 24/7. With no state funding for early childhood education resources, Montana PBS serves as the last available resource for parents and caregivers.
- KUOW-FM in Washington State offers a year-round program called RadioActive Youth Media that introduces young people to public media and supports their growth as journalists by sharing access to public radio's knowledge, skills and institutions. Participants gain hands-on skills in broadcast journalism and digital audio technology, while building a sense of community in a safe and supportive environment. Each Beginning Producer creates a story on the topic of their choice that is featured on KUOW-FM, and together the group produces a regular podcast.

### **Electronic Field Trips**

Taking advantage of today's technology allows students to go on field trips without having to leave their desks. Electronic field trips began as over-the-air broadcasts and today they are distributed solely through the Internet. Each field trip has specific content partners who provide access to their resources, historical sites, archives and experts, and help ensure the accuracy of the information shared in the production. Field trips also include pre-produced videos with live interactive segments, allowing students and teachers to ask guests questions. Across America, public media stations are taking students to places that they may never get to experience in person:

- Alabama Public Television has created 14 electronic field trips, with more than 3 million participants. Approximately 475,000 were from the state of Alabama and more than 116,000 were international students, who were able to have a front row seat in experiencing America’s treasures. Field trip destinations have included: Mount Vernon, the U.S. Capitol, the Folger Shakespeare Library, Monticello and the Dauphin Island Sea Lab. Recently, Alabama Public Television completed the final episode of “Project C: Lessons from the American Civil Rights Movement.” “Project C” was a three-year initiative made up of seven electronic field trips commemorating historical civil rights events in Alabama and throughout the U.S. from 1963-1965. To date, Project C electronic field trips totaled 1.4 million student registrations including nearly 229,000 Alabama students. In the 2016-2017 school year, APT will take students back to the Dauphin Island Sea Lab and to the United States Holocaust Memorial Museum.
- On December 7, 2016, WYES-TV in New Orleans, in collaboration with the National World War II Museum, marked the 75th anniversary of the attack on Pearl Harbor by offering students nationwide the chance to learn more about the significance of the attack and its impact on U.S. history with the electronic field trip “Remember Pearl Harbor: How Students Like You Experienced The Day Of Infamy.” Viewers heard from two student reporters stationed at Pearl Harbor and other historic sites on Oahu, Hawai’i as well as from The National World War II Museum in New Orleans. The student reporters also spoke to witnesses to the attack who were children at the time as well as military survivors who recount their experiences. Viewers were able to participate in live polling and Q&A during the live webcast. 100,000 students were registered to participate.
- In West Virginia, Wisconsin, Oklahoma, Alaska, South Carolina, Colorado, Montana, and several other states, students were transported to Colonial Williamsburg via on-air and online field trips to learn about the American Revolution and the War of 1812. Students also have an opportunity to call toll-free and speak directly to historians and character interpreters.

### **CPB’s American Graduate Initiative**

Building on a reputation as a trusted media provider and community convener, public media’s American Graduate initiative, made possible by CPB, is focused on helping young people stay on the path to a high school diploma and continue on to college and career success. CPB is working with America’s Promise Alliance, Civic Enterprises, and the Everyone Graduates Center on the *Building a Grad Nation* campaign to achieve a 90 percent graduation rate by 2020. Today, stations have convened more than 1,800 partnerships with businesses, schools, faith-based and other nonprofit organizations working together to improve outcomes for all our nation’s youth.

The American Graduate initiative was designed to connect the mission, depth, commitment and capacities of public media—its local stations and national organizations—to increase awareness, understanding, and access to solutions. With a mandate to provide content and resources that educate and inform, public television and radio stations have a proven 40-year track record of improving educational outcomes for all children, especially those from high-need communities.

Through the American Graduate initiative, CPB supports national programming such as:

- *All the Difference* (POV). Filmed over five years, the film by Tod Lending follows two African-American teens from the South Side of Chicago on their journey to achieve their dream of graduating from college.
- FRONTLINE “The Education of Omarina,” revealed how an innovative program to stem the high school dropout crisis has affected one girl’s journey, from a public middle school in the Bronx to an elite New England private school, and now on to college.
- NOVA: SCHOOL OF THE FUTURE: This 2-hour American Graduate NOVA special helps viewers understand how young brains grow, and how children stay motivated and engaged by examining the new field of learning science, an interdisciplinary field that encompasses the neuroscience, physiology and psychology of children. The film includes supplemental classroom, professional development, and community engagement resources.
- TED TALKS, “The Education Revolution,” explored innovative approaches to education with hosts Baratunde Thurston and Sara Ramirez. Speakers, including Anna Deavere Smith and Sal Khan, discuss the school-to-prison pipeline, the impact of micromanaging kids and transforming struggling students into scholars.
- *Class of ’27*, a thought-provoking documentary about how families, educators and leaders in eastern Kentucky, on a Native American reservation in Minnesota, and in communities along the Mexican American migrant trail are working to get their youngest children on track toward graduating from high school in 2027.
- PBS NEWSHOUR features original stories focused on the state of education. The annual “Rethinking College” series takes a critical look at how higher education is evolving to provide a better post-secondary learning experience, especially for people in underserved communities with underrepresented populations. The segments range from a closer look at the low college graduation rates among Latino males on campus and possible solutions, to second-chance Pell grants for prisoners and how coding boot camps are challenging the traditional college degree model.
- *American Graduate Day 2016*, a national four-hour television broadcast produced by WNET in New York City each year to highlight the work of more than 50 national organizations and leaders working together to help children succeed, and to connect viewers with opportunities to get involved.

Over 100 local stations have participated in this national effort, extending the reach of national broadcast content in their local public affairs programs. Through hundreds of local station screenings and panel discussions, in partnership with local organizations, public media is connecting national programming to local interests. Over the past five years, public media stations have broadcast more than 20,000 hours of inspiring stories, providing context to the statistics, to increase understanding and highlight solutions. Further, they have convened more

than 2,000 teachers nationwide to discuss how teachers and communities can address the dropout crisis and have told the stories of more than 9,000 stories of local American Graduate champions.

- DROPPING BACK IN is a series of half-hour documentary-style programs that outlines the huge personal and societal costs of dropping out. The project includes profiles of former dropouts, whose stories help to understand the issues they faced and how the people and institutions helped them drop back in and move on with their educations and lives. This program is part of Kentucky Educational Television's (KET) Fast Forward learning system.
- Colorado Public Television (CPT) produced a local American Graduate documentary, [\*Powered by Story\*](#), which collected the stories of vulnerable students as they attended creative workshops, from poetry and music engineering, to photojournalism and digital storytelling.
- St. Louis' Nine Network and award-winning filmmaker Frank Popper produced [\*Works in Progress\*](#), a 30-minute American Graduate film that follows the lives of five students struggling to succeed in high school and in the workplace. The students' stories address issues of economic and educational disparity that are often tied to race and class.
- Utah Education Network (UEN) created a mobile app, American Graduate Reality Check. The mobile app is designed to help teens and young adults understand how lifestyle, occupation, and education can come together for a great future. American Graduate Reality Check is ideally suited for education and career planning activities in Career and Technical Education courses, Financial Literacy workshops, and college bridge programs.

## **Lifelong Learning**

Public media remains committed to lifelong learning, available to all citizens, to help strengthen our civil society and our democracy. Every day, stations provide people with opportunities to better their situation through 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.

- Alabama Public Television partners with The Literacy Council and the Economic Security Work Group of the Children's Policy Council to support Birmingham's GED Network. The Network helps parents of at-risk students access GED training and testing so that they may improve their own personal educational levels, ideally leading to enhanced resources available to their children.
- 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 1,000 blind and physically handicapped listeners in the region.

- Vegas PBS (Las Vegas) hosts and maintains the Described and Captioned Media Program, which is 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 modules.
- 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.
- Vegas PBS offers a program called “GOAL: Global Online Advanced Learning,” and hosts a community computer lab of 21 free-to-use workstations designed to offer job training, GED testing, and food- and alcohol-handling certifications. Partners, including the health district and the Nevada Restaurant Association, conduct their mandatory food handler safety and alcohol awareness courses on the GOAL website. GOAL also offers Hotel English, which helps resort workers who are non-native English speakers improve their language skills. Vegas PBS is the single largest job trainer in the state of Nevada.

## Emergency Alert Services

Locally owned and operated public media stations are innovators and matchless partners to 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 provide the backbone for emergency alert, public safety, first responder, and homeland security services.

Through unique partnerships, public media stations customize their use of their infrastructure to support public safety in a variety of critical ways. Examples include equipping police cars with 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. Local public television and radio stations also send emergency alert text messages through broadcast equipment to cell phone subscribers, reaching citizens wherever they are, even when the power is out.

“How do you communicate with people once they got on the road [in evacuation of a hurricane]? 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, Administrator of the Federal Emergency Management Administration

Local public television stations have partnered with the Department of Homeland Security to offer local first responders datacasting services that use the broadcast spectrum 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. The Department of Homeland Security 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. In addition, local public radio and television stations participated in the Great California Shakeout earthquake drill and have been exploring new ways for stations to help provide the fastest and most effective earthquake warnings.

“These pilots have proven that datacasting can be a reliable vehicle to get first responders the situational awareness and information they need quickly and without disruptions. Through this partnership [with public television], we aim to further its mission of providing first responders with innovative tools and technologies to strengthen their ability to respond to the most pressing challenges faced during day-to-day and large-scale emergencies to better protect the nation.”  
– Department of Homeland Security Science and Technology Department Press Release, October 5, 2016

Supporting CPB’s appropriations request of \$445 million would allow stations to become more reliable and provide up-to-the-minute, around-the-clock information during emergencies. In addition, as America becomes home to more people who speak English as a second language, continued funding could help more stations translate their emergency alert information into a broader range of languages, helping stations better serve their local communities. A sample of the life-saving services that stations offer includes:

- Alabama Public Television’s (APT) microwave system carries much more than television signals, but also serves as the backbone of Alabama’s Emergency Alert System, distributing national, state and local emergency broadcast signals to all radio and television broadcasters throughout the state. APT is also the hub for Alabama’s Amber Alert system to track missing children.
- Vegas PBS provides a full range of Emergency Alert Services including severe weather and civil alerts. It broadcasts geo-targeted alerts on behalf of the Department of Homeland Security’s Personal Localized Alerting Network (PLAN) system, which provides instant message style warnings to wireless providers and their subscribers. PLAN sends emergency alerts only to mobile devices located within the affected areas.
- Through a CPB grant to NPR, six California public radio stations (Capitol Public Radio, KCBX, KCRW, KQED, KPCC and KPBS) became “MetaPub-enabled” to participate in The Great California Shakeout of 2016. MetaPub-enabled means that the stations can send text/image metadata simultaneous with their live over-the-air broadcast. Activating local “metadata” allowed these stations to present emergency alert information on mobile devices and other digital platforms such as HD radios, ‘connected car’ devices, Radio Data System displays, and online audio streaming.

- Maine Public Broadcasting Network makes its statewide system available to federal and state authorities in the event of an emergency requiring rapid notification of the state's population.
- 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.
- WHUT-TV in Washington, DC partners with the U.S. Park Police to distribute helicopter and other video services during large crowd events in D.C. This work has been critical during Presidential inaugurations, the Fourth of July and other large scale events.
- Leveraging the TV broadcast "one-to-many" multicast delivery, Houston Public Media (KUHT) can support an unlimited number of public safety users with very limited bandwidth concerns. The station can deliver secure, encrypted IP data to targeted, multiple users while continuing its television broadcast service. With this targeted, encrypted data delivery system, 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.
- Ohio Educational Television Stations, Inc., in partnership with the Ohio Emergency Management Agency 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 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.
- MontanaPBS is working with the Governor's office at the State Capital building in Helena, the offices of the Montana National Guard and Department of Emergency Services at Fort Harrison in Helena and the Montana Broadcasters Association to create a public safety information and communication partnership. Once established, MontanaPBS would leverage its role as the state's widest reaching state network, covering over 80 percent of the Montana population with over-the-air service, to distribute important public safety messages and information during an emergency.

## **Developing Citizenship through Journalism**

Today, the challenges we face require new levels of thinking, innovation, and collaboration. Community organizations often work in isolation, shouldering the burden of solving societal problems. Public media is an essential link, uniquely poised to add real value, especially for rural America. In many communities throughout the country, public media stations are the last locally operated and controlled media outlets. The exceptional journalism that public media provides,

including local news and documentaries, requires financial support. Stations face a trade-off – the more high-quality, local journalism they produce, the less they have to spend on other services such as educational outreach and infrastructure maintenance. CPB’s FY 2020 request will help stations continue their production of local news and information on community issues, thereby developing the best possible, sustainable outcomes. Examples of such efforts include:

- After the August 2016 floods in Louisiana, KRVS-FM Lafayette, WRKF-FM Baton Rouge, WWNO-FM New Orleans, and public television state network Louisiana Public Broadcasting produced broadcast and digital content to inform both those in the affected areas and audiences across the country of the recovery efforts. The news team produced feature stories, conducted interviews with key stakeholders and decision makers at the local, state and federal level, and created informational interstitials and digital content.
- 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](http://www.gpb.org/lawmakers).
- Public radio in Arizona supports a variety of programs and initiatives to reach the many diverse, local cultures around the state. They broadcast in a number of different languages and service the following reservations: Navajo, Hopi, White Mountain Apache, Hualapai, Havasupai, Yavapai, and Paiute as well as urban Indians.
- Boston’s 89.7 WGBH Radio strives to make local connections with its news and talk programming that examines public policy, cultural changes and civic engagement. Each week, WGBH Radio broadcasts 15 hours of original programming that brings a wide range of local voices and opinions to their listeners.
- Lakeland Public Television in Bemidji, MN provides the only locally produced television news program originating in the rural area of North Central Minnesota.
- 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.
- Connecticut’s WNPR Capitol Region Reporting Initiative, Health Equity Report, Environmental Regional Reporting, and Small Business Project have informed and engaged listeners across the state on a wide range of community issues and challenges.
- Colorado Public Television airs *Colorado Decides*, a series of candidate and issue forums as well as debates, creating an informed electorate which is vitally important for a thriving democracy.

### **Local and Regional Journalism Collaborations**

With the reduced capacity of local newspapers and the diminished footprint of commercial broadcast journalism, there is a widely recognized gap in local reporting. Meanwhile, public media stations have added over 700 journalists to local staffs over the past five years. CPB seeks

to increase the capacity of public radio and television stations to create high-quality original and enterprise journalism by supporting collaborations that will establish reporting partnerships between multiple station newsrooms in a state or region. The objectives of these collaborations are to leverage public media's network of local stations to provide a stronger local news service to the public media audience and to increase the flow of locally-produced content of national interest to the signature national programs.

CPB recently helped launch eight new regional collaborations, creating 57 newsroom positions including 11 editors. They will increase local journalism capacity by allowing public media radio and television stations to better coordinate and share their reporting expertise and resources to undertake ambitious journalism projects in multimedia formats. The collaborations are also expected to contribute stories to national public media programs such as *PBS NewsHour* and NPR's *Morning Edition* and *All Things Considered*.

The collaborations are:

- [Ohio River](#) - seven public media stations in Kentucky, Ohio and West Virginia to cover economy, energy, environment, agriculture, infrastructure and health in the Ohio River region. Lead station is Louisville Public Media.
- [Arkansas State News](#) - four Arkansas public radio stations to focus on reaching rural areas of the state. Lead station is KUAR, Little Rock.
- [Illinois Newsroom](#) - seven public media stations in Illinois to focus on political issues, education, and health and environment. Lead station is Illinois Public Media (WILL-Urbana).
- [Alaska Public Media Network](#) - three Alaska public media organizations to focus on statewide energy issues. Lead station is KTOO Public Media, Juneau.
- [Indiana Public Broadcasting News](#) - 11 public media stations in Indiana to form a statewide news network to cover government and politics; economics and business; environment and energy; health, science and technology; and education. Lead stations are WFIU and WTIU, Bloomington.
- [Detroit Journalism Cooperative](#) - three public media organizations in Michigan to cover community life and Detroit's future after bankruptcy. Lead station is Detroit Public Television (DPTV).
- [Great Lakes Regional Journalism Collaborative](#) - three public radio stations to focus on the health and economic importance of the Great Lakes. Lead Station is WNED/WBFO, Buffalo.
- [New England News Collaborative](#) - eight public media stations in Massachusetts, Maine, New Hampshire, Connecticut, Vermont and Rhode Island to focus on energy, climate, transportation, infrastructure and immigration in the six-state region. Lead station is Connecticut Public Broadcasting Network (CPBN).

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 ownership as a foundation for nationwide collaboration, CPB has invested more than \$27 million since 2009 to help launch 22 local, regional and single-topic collaborations as well as joint regional newsroom operations. These partnerships connect 113 public media stations in 40 states, providing the basis for a vibrant multimedia network of high quality journalism.

As journalism capacity expands, public media needs to attract new editorial leaders from outside the system and better develop potential leaders inside the system in order to uphold high editorial standards and engender ongoing communication among local/regional/national editorial leadership. As stations bring in new editorial leaders, they must also ensure that editors reflect the great diversity of the American people. The federal appropriation will allow CPB to continue to support stations in diversifying their news coverage, audience, and newsroom staff. In 2017, CPB will provide resources for newsroom and leadership training, and deliver a report on best practices to the public media system.

## **Content that Matters and Engagement that Counts**

Public media is distinguished by content that matters and engagement that counts. CPB funding allows stations to provide content of consequence and to partner locally with educational, business, philanthropic, and community leaders who see public broadcasting's ability to strengthen our nation.

Americans value content from their public media system that enlightens, inspires, educates and entertains – and also that presents ideas and information in a balanced, trustworthy way. The Radio and Television Digital News Association recognized 82 public broadcasting stations for overall excellence in media. With over 80 percent of all U.S. households watching PBS every year and with more than 37 million public radio listeners a week, public media is clearly delivering on its mission.

## **Veterans Initiative**

In May 2014, CPB and PBS launched a veterans' content initiative that features national programming premiering over several years, and local community engagement efforts to increase awareness and understanding about our nation's veterans. Since then, PBS has been airing national content across multiple platforms under the banner of Stories of Service, including the CPB-funded Veterans Coming Home local content and community engagement project which is focused on the stories, challenges and opportunities of post 9-11 veterans as they seek to successfully transition to civilian life. Additional CPB-funded veterans coverage includes:

- *Homefront: Fort Drum* – Localore is a CPB-funded multimedia project produced by AIR and 15 local radio stations committed to discovering stories from rural, urban, high-poverty communities. Based at North Country Public Radio in upstate New York, *Homefront: Fort Drum* has built a body of work and a network of connections across the region it serves. *Finding America* producer Meredith Turk has made connections and shared work with other producers at stations around the country who are also

examining the culture of our military communities and the lives of military members and their families.

- *TED TALKS WAR AND PEACE*- Presented by ITVS, this TED-style one hour special examines issues related to war and peace, focusing especially on how post-9/11 veterans are affected by both as they transition out of the military. From the latest PTSD research findings and state-of-the-science prosthetics, to the travails and triumphs of veteran caregivers, the special will feature contributions from experts in the field and high-profile speakers.
- *THE VIETNAM WAR* (Fall 2017) *The Vietnam War*, a film by Ken Burns and Lynn Novick, is a multi-part documentary film series that sheds new light on the military, political, cultural, social, and human dimensions of a tragedy of epic proportions. The Vietnam War took the lives of 58,000 Americans and as many as three million Vietnamese; polarized American society as nothing has since the Civil War, fundamentally challenged Americans' faith in our leaders, our government, and many of our most respected institutions; and called into question the belief in our own exceptionalism.
- *The World War: Broadcast Television Mini Series* (2017). *The World War*, by American Experience will coincide with the 100th anniversary of America's entrance into World War I. The project will highlight important themes, including the emergence of American power in world affairs; women's changing roles during wartime; and the heroism of African American soldiers on the battlefield despite deep-seated discrimination at home and abroad. The program will have multiple components including digital and PBS LearningMedia assets.

At the local level, CPB provides stations grants to produce multimedia content, work with community-based partners, inspire greater dialogue around issues and solutions, and facilitate veterans' transition to civilian life. With continued funding, CPB could help support more of the following types of station services:

- Nashville Public Television, the Tennessee State Museum, National Women Veterans of America, The Mission Continues and VA Mobile Vets Center partnered to host a screening of *Makers: Women in War* at the Tennessee State Museum, followed by a panel discussion. The VA Mobile Vet Center responded on the site to veterans seeking help on claims status, benefits and other services.
- WVAS-FM in Alabama links veterans with local support organizations such as HUD, the VA, 2-1-1, the National Association of Black Veterans, and CivilianJobs.com.
- Connecticut Public Broadcasting Network created a state-of-the-art teaching facility right inside its own building to serve local veterans through its Veterans Vocational Training Program.
- KBPS (San Diego, CA) partners with the non-profit literary arts organization, So Say We All, part of whose mission is to provide a platform for America's military veterans

to tell their stories in their own words. The group has published “Incoming,” an anthology of true stories by veterans about their experiences returning home from deployment and transitioning back to civilian life. KPBS has adapted “Incoming” into an ongoing public radio series.

- Kansas City’s KCPT co-produced and broadcast a live outdoor Memorial Day Concert honoring veterans and those currently serving. The event was attended by 50,000 people and was viewed by thousands more. In June, KCPT held a Veteran Playlist joint event with their Triple A format radio station “The Bridge 90.9.” The project invited post-9/11 veterans, their families and the community to share stories through social media about their service experiences.
- WUCF-TV in Orlando presented a special preview of the Academy Award nominated documentary “Last Days in Vietnam.” Prior to the screening, WUCF showed interviews with local veterans that were produced by the station as a part of the Stories of Service project (<http://www.wucftv.org/veterans/stories-of-service/>). Following the screening, panelists from diverse backgrounds provided insights on their experiences in Vietnam. More than two hundred people attended the event including local Vietnam War veterans and many Vietnamese Americans.

### **Serving Diverse and Minority Communities**

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 widest possible range of cultural and social perspectives of the individuals who make up our nation. One key way CPB meets the needs of diverse communities is by providing funds to five entities that make up the National Minority Consortia (NMC): Center for Asian American Media (CAAM), Latino Public Broadcasting (LPB), National Black Programming Consortium (NBPC), Pacific Islander in Communications (PIC) and Vision Maker Media (VMM, formerly Native American Public Telecommunications), and other producers providing unique programming for radio listeners. These organizations provide much needed content about diverse communities to the public television system.

Further, CPB provides additional support to minority radio stations with funding to Native Public Media, the Latino Public Radio Consortium, Undercurrents and other organizations to provide stations with additional capacity. These organizations assist stations with fundraising, programming, and other efforts to enhance public service to diverse communities. Funding minority radio station services affords stations operating in unique and challenging environments additional capacity. For example, in Native American communities, CPB provides community service grants to 30 local public radio stations that transmit culture, tribal languages, health and economic news, electoral participation, and also serve as emergency lifelines. Tribal lands are among the most remote and least connected areas in the nation, with broadband penetration rate of less than 10 percent, intermittent cell phone service, and with only one in three Native families having access to analog telephone service. Without CPB’s grants to minority stations such as these, many Americans would lack access to information and basic educational services.

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 high-quality, 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 impact of the documentaries through targeted engagement strategies. These include support for such public media initiatives as American Graduate and Women and Girls Lead through community-oriented events, and through OVEE (the CPB-funded digital platform that allows public media and its partners to stream PBS and local content video and for audiences to interact with each other and the content).

## **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 infrastructure; to maximize efficient use of technology; reduce costs, and increase long-term sustainability. In this challenging fiscal environment, these best business practices are more essential than ever.

## **Conclusion**

Fifty years after 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 and learners at home; 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 through as a trustworthy provider every day as well as 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—nonfederal funding represents five of every six dollars invested annually in public broadcasting. 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 universal access to which the Public Broadcasting Act aspires.

We ask this new Administration to signal a strong sense of purpose, momentum and commitment for noncommercial media content that only public broadcasters are motivated and prepared to provide on a variety of emerging digital platforms. Ensuring access for all Americans to high-quality educational programs, diverse and representative content, life-saving public safety services and reliable and comprehensive journalism is an irreplaceable investment in local communities, the education of our youth, the engagement of our citizens, and the health of our democratic system.

## FY 2020 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 [2018] 2020, \$445,000,000: *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: *Provided further*, That none of the funds made available to CPB by this Act shall be used to support the Television Future Fund or any similar purpose.

### **Budget Language**

The FY 2018 Budget proposes an advance appropriation of \$445 million for the Corporation for Public Broadcasting (CPB) for fiscal year 2020. 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 national satellite interconnection services and the payment of music royalty fees, and provides limited technical assistance, research, and planning services to improve system-wide capacity and performance.

## **SECTION II--Interconnection Funding Request**

CPB appreciates the \$40 million provided for interconnection in FY 2016 as it began to contract for upgrades and replacement of the public broadcasting interconnection system. CPB's FY 2017 interconnection request of \$50 million is pending before the Congress. For FY 2018, CPB requests a \$55 million appropriation for the further costs associated with replacing the public broadcasting interconnection system, both television and radio. Congress has regularly funded multi-year interconnection projects since it created the Corporation for Public Broadcasting. Since 1988, Congress has supported a separate appropriation for public media's interconnection needs.

The public television satellite leases have been extended one year and will now expire in September 2017. The public radio satellite leases expire in June 2018. Technology and distribution systems have greatly evolved since Congress established its practice of funding the public television and radio interconnection systems. CPB is hopeful that improved technology may enable the public television and radio stations to share certain elements of the planned interconnection system, leading to greater efficiencies.

In the Consolidated Appropriations Act of FY 2016, Congress broadened the funding language from public television to include public radio by providing CPB with \$40 million to begin the upgrade and replacement of the "public broadcasting interconnection system." While technical and financial details for television and radio interconnection are included separately in this budget request, CPB is requesting one interconnection appropriation to support both interconnection systems.

Further, in response to OMB and Congress' request for smaller, more regular appropriations for interconnection, CPB seeks to move to an annual, smaller, separate appropriation for interconnection beginning in FY 2019. CPB has worked closely with PBS and NPR on project cash flow modeling to determine the minimum amount needed annually to support the interconnection systems. Assuming that Congress continues to support the build out of the interconnection system by providing CPB with \$50 million in FY 2017 and \$55 million in FY 2018, the public broadcasting interconnection system will require \$20 million annually to remain operational and current. The \$20 million reoccurring request includes the costs needed to transition in the future to a joint television-radio interconnection system.

### **Background**

Interconnection is the backbone of public broadcasting. 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 172 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 NPR Network Operations Center (NOC) and two existing CPB-sponsored television joint master control facilities (funded by CPB to encourage system efficiency and consolidation of services) and 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 (PRSS), and operated by NPR, interconnects more than 1,800 stations via satellite and local connections with downlink stations. The system provides a common, shared platform for reliable, high quality, cost-effective distribution for all types of program providers in public radio, including NPR, Public Radio International, and American Public Media, as well as more than 100 independent producers and distributors. Listeners served by the PRSS are located throughout the U.S. and its territories. As part of its mission to distribute high-quality, 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 full-time in-kind support to Native Voice One, a program service targeting Native American listeners, and to Satélite Radio Bilingüe, a Spanish-language program service.

Replacement of the public television and radio interconnection systems has been necessary several times, with each being funded by the federal government (see Interconnection Funding History, Appendix E). Since 1988, Congress has supported a separate appropriation for public media's interconnection needs. The most recent replacement of the television interconnection system was between fiscal years 2004 and 2007 and cost \$120 million for a 10 year (2006-2016) facility that was predominantly satellite-based and consisted of the most up-to-date technology at that time. The public radio interconnection system was last replaced between fiscal years 2008 and 2010 at a cost of \$78 million. CPB, in turn, awarded grants to PBS and NPR, respectively, to design and build the interconnection systems and lease satellite transponder space.

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. Accordingly, in June 2015, CPB engaged an independent consultant, Cognizant Technology Solutions (Cognizant), to analyze options for replacement of the television interconnection system and to recommend solutions that will serve public television in view of the changing media and technology landscape.

Cognizant's public television report, which was completed in December 2015, helped CPB and the public television system understand the strategic technology opportunities and challenges it faces in building an interconnection system, and provided a blueprint for how to practically and

flexibly build an interconnection system suited to the system's needs and tailored for its future. Over the last year, CPB, PBS, and public television station leadership have taken steps to deploy the most cost-effective, technologically efficient interconnection solution.

In January 2016, CPB engaged Cognizant to review the interconnection needs of the public radio system and work with NPR to review their plans and processes, as it did with PBS. In June 2016, Cognizant endorsed NPR's interconnection proposal stating, "No other alternative discussed or examined – including commercially available options – is more cost effective or likely to result in success than the one analyzed in the request." Cognizant further stated in its Report that it "agrees with PRSS' proposed selections of technologies which will allow a transition from the current satellite-based platform with some terrestrial distribution to a fully terrestrial-based platform at an appropriate future time." This architecture design will ease the joining of the public radio and public television interconnections systems in the next five to ten years.

### **Public Television Interconnection**

In order to fully realize efficiencies and savings identified in Cognizant's report, CPB encouraged an open procurement process to identify the most cost effective approach to providing interconnection. PBS issued a requirements-based Request For Proposal (RFP), which identified public television's interconnection needs and invited vendors to submit proposals to address those needs. The RFP was divided up into four categories of services requested, including: connectivity, storage, products and services, and service integration. Following an initial call for bids, PBS received 24 vendor proposals. Proposals were evaluated for their ability to meet requirements in four categories: technical capability and solution; implementation plan; commercial terms (including price); and people, flexibility, and fit.

The PBS proposal for television interconnection is broken into two parts: Stage 1, which includes transitioning the non-linear, non-real time (NRT) file delivery portion of the interconnection system to a terrestrial, cloud-based system; and Stage 2, which considers future options for the delivery of live content.

Stage 1 of the proposal includes a detailed work plan, timeline and budget for the deployment of the full NRT file delivery system based on the outcome of the recent RFP process, along with development work necessary at PBS and at stations for full integration of the system. It also includes costs associated with maintaining sufficient satellite capacity to deliver live content. At the conclusion of Stage 1, all public television stations will have transitioned to the new terrestrial-based system for delivery of NRT content, and satellite capacity will be reduced to distribute only live content.

At the outset of Stage 2, PBS will determine whether live content should continue to be delivered over satellite or whether it should transition to terrestrial delivery. At that time, PBS and other public television stakeholders will work through the technical details. This staged approach proposed by PBS was one of Cognizant's recommendations.

As this work is undertaken, PBS is also mindful that significant technological developments will require infrastructure changes on the part of PBS, licensees and distributors. The broadcaster transition to the Advanced Television Systems Committee (ATSC) 3.0 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**

Cognizant's report on the public television interconnection system provided recommendations on how to deploy the most cost-effective, technologically efficient interconnection solution. In response to the Cognizant Report and subsequent RFP process, in February 2017, PBS resubmitted an interconnection proposal to CPB that totals \$150 million over ten years. The new proposal is substantially less expensive than the original proposal of \$197 million and is less than Cognizant's cost estimate of \$170 million. As soon as the CPB Board approves PBS' revised interconnection proposal, the budget numbers will be shared with OMB and Congress.

### **Public Radio Interconnection**

The projected cost of deploying the next public radio interconnection system is \$53.5 million. The FY 2018 federal appropriation would enable the current satellite-and-Internet delivery system to be refreshed, rehabilitated and maintained with next-generation equipment and software. Rapid changes in technology, together with the current equipment reaching the end of its useful life and the inability of acquiring replacement parts, are the critical reasons the system needs replacement or refreshing.

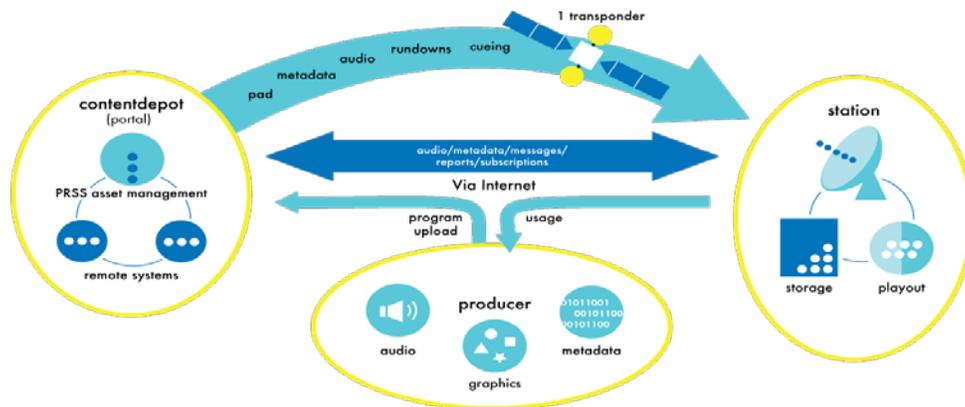
The current PRSS infrastructure distributes content to local stations using broadcast transmission capability pursuant to a lease agreement with Intelsat for four transponders on Intelsat's Galaxy 16 satellite. The term of the lease agreement is ten years and is scheduled to expire in June 2018. This lease agreement gives PRSS the option to extend the lease term for the life of the satellite. Intelsat has informed the PRSS that Galaxy 16 is healthy and is projected to remain operational until 2024.

NPR plans to continue to lease satellite transmission capability from Intelsat. Satellite pricing by an outside vendor also found that PRSS' 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 pricing. Further, the current contract extension terms, which allow annual renewals, are less than the currently quoted market price for a single C-Band transponder lease on the same satellite. The new leases will be short-term, giving NPR the flexibility to adapt the interconnection system to new technology solutions. Further, the number of C-band satellite transponders will be reduced from four to one, resulting in significant cost savings. Improvements in compression technology allow one transponder to serve all individual PRSS public radio stations as well as station and regional public radio networks.

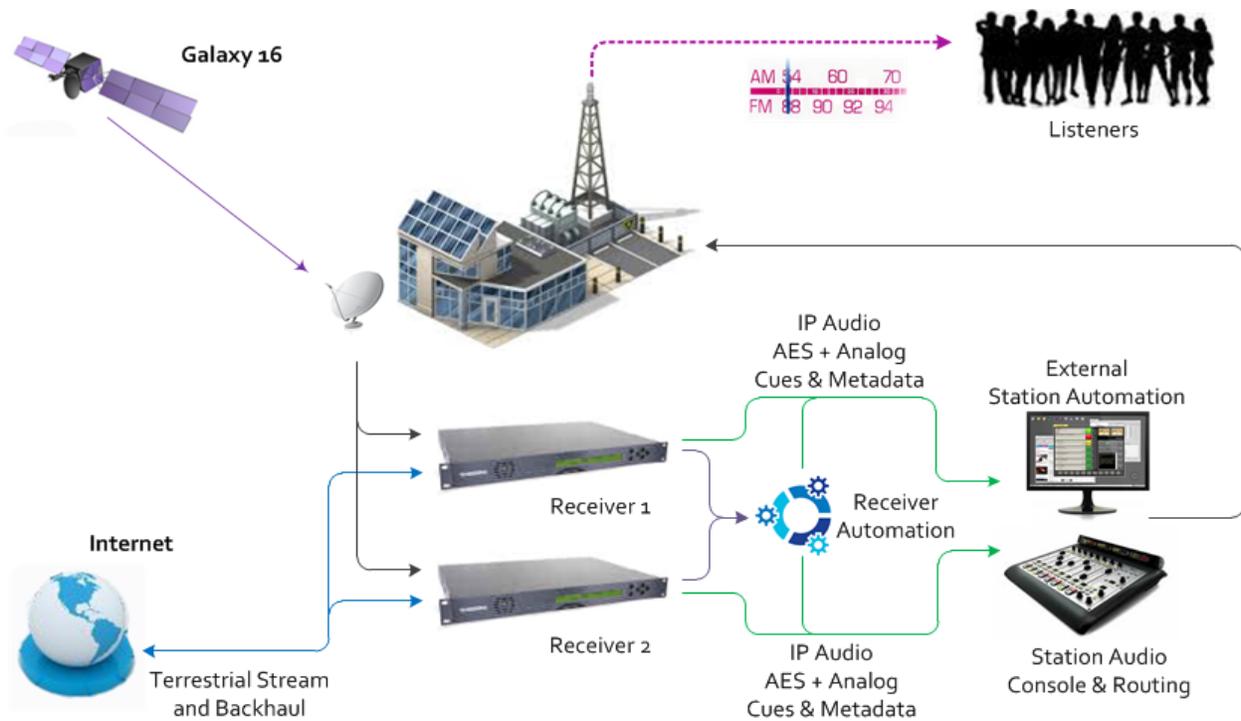
Each local interconnected station will receive two new satellite receivers. Having two receivers is critical so one receiver can act as a backup in the event of a failure. While the exact features and configuration of the receivers has not been decided, a request for information (RFI) has been issued to solicit information from potential vendors and product lines. Potential new features include technologies that allow more efficient use of bandwidth and automation to enhance

operations at local stations. It is expected that the per-unit cost of these receivers will be lower than those in current use, again, because of advances in technology. In addition, each local station's satellite antenna and related ground system equipment will be surveyed and evaluated for its capabilities. The age and condition of the antenna will be noted and taken into consideration. After a complete survey, decisions will be made about which stations will require complete replacement or partial refurbishment.

All equipment at the system's Network Operations Center (NOC) in Washington, DC, and Backup Network Operations Center (BuNOC) in St. Paul, Minnesota will be replaced because it will have reached its end of life. Equipment purchases will occur the first four years and followed by a refresh in the last years of the decade. Examples of the equipment that will be replaced include audio encoders, amplifiers, and encapsulators. Similar equipment at the BuNOC will also be replaced because it is reaching the end of its lifespan as well.



*Proposed Future System Architecture*



*Local Station View of the Future System Architecture*

**Public Radio Interconnection Finances**

The projected cost of the future system will be \$53.5 million over ten years. The budget comprises \$11.6 million for satellite and insurance costs; \$20.4 million for network operating support, and \$21.4 million for ground system refurbishment. For perspective, compared to the costs of the current system, which totaled \$78 million, NPR has reduced \$24.5 million – or 31 percent – from the total cost.

The most significant savings result from downsizing the satellite capacity; reducing the number of transponders will save 70 percent in that cost category. Network Project Support is increasing slightly due to salaries and cost-of-living increases forecast to be about 2.5 percent. 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; and second, the budget accounts for refreshing four software environments (Live broadcast, Staging, Development and the BuNOC). Only two environments were budgeted in the current system, but staff realized later that two additional environments – development and business recovery - were needed to reduce risk of broadcast failure.

<b>TOTAL PROJECT COSTS, BY CATEGORY</b>	
<b>Category</b>	<b>Cost</b>
<b>Satellite &amp; Insurance</b>	<b>\$11.6 million</b>
Satellite	\$11,092,108
Insurance	\$540,000
<b>Network Project Support</b>	<b>\$20.4 million</b>
Staff	\$20,124,979
Professional Services	\$320,000
<b>Ground System Refurbishment</b>	<b>\$21.4 million</b>
Satellite Receivers for Local Stations	\$3,101,000
Ground System Equipment & Build for Local Stations	
Staff	\$2,729,209
Professional Services	\$1,796,738
Shipping	\$11,450
Travel	\$7,000
Network Operations Center (NOC) Upgrade	
NOC Equipment	\$12,131,527
Staff	\$1,605,473
<b>TOTAL COST</b>	<b>\$53.5 million</b>

### **Future Interconnection Appropriations**

CPB requests Congress' support in changing the funding mechanism for public broadcasting interconnection from the current periodic requests to an on-going annual appropriation of \$20 million starting in FY 2019. CPB's current planning indicates that \$20 million annually will cover the costs of interconnection for at least the next decade. An annualized appropriation would provide public media with the agility and the stability to contract for incremental upgrades as advances in technology are realized. Further, it provides CPB with the flexibility needed to make appropriate business decisions as the public television and radio interconnection systems start to consolidate infrastructure and operations.

## FY 2018 PROPOSED APPROPRIATIONS LANGUAGE

### *Federal Funds*

#### CORPORATION FOR PUBLIC BROADCASTING

*In addition, for the costs associated with replacing and upgrading the public broadcasting interconnection system, \$55,000,000. (Departments of Labor, Health and Human Services, and Education, and Related Agencies Appropriations Act, 2018.)*

### **Budget Language**

*Interconnection.— In addition, the Committee recommends \$55,000,000 be made available in fiscal year 2018 for the replacement of the public broadcasting interconnection system. Technology and distribution systems have greatly evolved since Congress established its practice of funding the public television and radio interconnection systems. Today, an expansive range of technologies, including the cloud, satellite, and terrestrial broadband, is widely available to create the most cost effective and efficient means to distribute content to the public broadcasting stations. Improved technology may enable the public television and radio stations to share certain elements of the planned interconnection system, leading to greater efficiencies.*

## **SECTION III-- Ready To Learn Funding Request**

### **CPB Supports a \$30 million request for Ready to Learn in FY 2018**

CPB joins with the public broadcasting community in supporting a \$30 million appropriation for Ready To Learn (RTL) Programming awards within the U.S. Department of Education. This is a \$4.259 million increase over FY 2016 funding.

This increased funding will enable public media to continue its work in:

- Supporting a new generation of children and their unique learning needs through production of new multiplatform content for early STEM, literacy, and beyond.
- Scaling development of personalized and adaptive learning content featuring built-in assessments and tools so that more families and educators are able to support children's learning.
- Creating dual-generation engagement resources that help children and their parents/caregiver learn together through media.
- Scaling an innovative network of Community Collaboratives so that increased numbers of cities and towns may reach and serve children and families from low-income backgrounds.
- Investing in local content development 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 partners that actively participate with RTL content and community-based learning experiences.

Further, increased funding in FY 2018 will partially address the grant's funding shortfall in FY 2017 and FY 2018. In 2016, after the grant was executed, grantees were notified by the Department that it had over-awarded the annual appropriation for RTL—creating a shortfall of \$3.9 million in FY 2017 and \$3.5 million in FY 2018—as compared to the Grant Award Notification. Unaware of any issues, grantees had already established multi-year production agreements with content producers so that they could begin to establish property budgets, outline additional funding needs from other sources, and identify deficit or risk guarantees that must be met as part of highly complex production deals. As a result, our ability to carry out activities in recently executed agreements with producers and partners is now significantly compromised as we were operating under assumptions based upon our Grant Award Notification. A \$30 million appropriation in FY 2018 would help remedy the situation and will not compromise the success of this valuable program.

### **Ready To Learn--An Innovative School Readiness Solution**

Across America, education and community leaders recognize that high quality preschool experiences play a vital role in improving school readiness prospects for our nation's children,

especially those children with the highest needs who often stand to make the greatest gains. However, 54 percent of American children ages 3 to 4 are left out of formal preschool programs, a factor that influences socioeconomic differences in educational achievement (Annie E. Casey Foundation, 2016). Combine this situation with the fact that more than 16 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 (National Center for Children in Poverty, 2015).

In response to these significant early learning needs, leading partners from Congress, the U.S. Department of Education, the Corporation for Public Broadcasting (CPB), and PBS have joined forces on Ready To Learn, an innovative public media initiative that supports the math, literacy, and now science skills 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 television stations and community partners, who each play an essential role in creating, evaluating and distributing high-quality content that helps to narrow the achievement gap by educating young children both inside and outside the classroom. This 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 most recently during the reauthorization of the Elementary and Secondary Education Act in 2015.

### **A Track Record of Success**

Ready To Learn builds upon a 20-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. More than 21 million children view the Ready To Learn television content designed to improve math, literacy and science skills, and experience interactive content and games via media platforms such as the Internet, mobile smart phones, tablets and interactive whiteboards. This content and related resources for educators and families comprise intentionally designed collections of high-quality preschool content that align to literacy, math and science learning frameworks based on state standards and other early learning goals designed to help advance children’s foundation level 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 concerning children’s growth and development in a constantly evolving media landscape. For example, during the 2005-2010 round of Ready To Learn, public media and its partners tackled the subject of early reading and literacy through creation and wide-scale delivery of award-winning television series such as *Super WHY!*, *Martha Speaks*, *The Electric Company* and *Word World*, along with development and deployment of related educator and family resources.

In the 2010-2015 round, Ready To Learn took on the subject of early math and produced major new media properties including *Peg + Cat* for preschoolers and *Odd Squad* for elementary-age students. As Ready To Learn begins its 2015-2020 cycle, emphasis will be on developing science and literacy content to support school readiness through community collaboration, family

engagement, and personalized learning experiences for users. This work will provide meaningful real-time data to parents, caregivers, and educators about children’s learning gains, as well as customized guidance on other skill-boosting media to use with individual children.

The backbone of the success for Ready To Learn lies in its national-local nature. Through this platform, on which public television is uniquely positioned, the Ready To Learn initiative ensures broad distribution and use of the content through public media’s free broadcast and digital pathways to every community and household nationwide, as well as through strategic partnerships that provide on-the-ground outreach and family engagement activities targeted to where the resources are most needed, particularly in low-income communities. This last-mile school readiness effort is conducted by local public media stations and partners in order to better support 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 and literacy 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 demonstrates that public media’s literacy and math 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 F 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 high-quality 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, May 2016*)

**19.1 million**.....Children ages 2 to 11 who viewed RTL television content

**12.3 million**.....Children who played RTL web-based and mobile games

**447,062**.....Number of children, educators, and families that participated in on-the-ground community engagement activities implemented by stations and partners

### **Evidence of Impact on Learning**

Ready To Learn is also having a significant impact on children’s learning, as reported in a number of major studies conducted during both current and past rounds of the initiative. For example, between 2010-2015, researchers have found that children are making significant gains in early math skills through Ready To Learn’s new content and games. Researchers are also seeing evidence of children’s skill growth with media across diverse learning settings, including homes, preschools and summer programs. Further, research teams have found that the interactive content and technology resources have resulted in improved parent understanding of their children’s math development, increased family involvement in math activities at home and other informal settings, and increased parent confidence in their ability to help their children.

Additionally, educators from preschool, school, and out-of-school settings have reported that using Ready To Learn’s content has led to increased math knowledge and greater confidence in using digital media and technology as part of their teaching toolbox.

Similarly, in the 2005-2010 round of Ready To Learn, researchers found that when project video, online and print materials were combined with teacher training, lesson planning, and classroom instruction, children from low-income backgrounds were able to make such rapid and significant growth in early literacy skills that they narrowed the achievement gap with their middle-class peers on targeted content.

### **New Priorities for Ready To Learn, 2015–2020**

Knowing that children perform better when families and communities support their learning, public media’s leaders and advisors have envisioned a groundbreaking and comprehensive media initiative that will continue to help narrow the achievement gap for young learners from low-income households. This new work will also contribute meaningful practice and research to the early learning field. To accomplish this goal, Ready To Learn 2015-2020 emphasizes the importance of *content*, *community*, and *collaboration*. These guiding principles will allow us to harness the power of adaptive learning experiences, the amplifying effects of family engagement, and the critical role of partnerships to move the needle for children from America’s highest need communities. New activities will include:

- Production of engaging, multi-platform content for new and legacy PBS KIDS series, including two all-new properties to improve science and literacy learning outcomes for young children. The new science series will emphasize science inquiry skills which are considered central to cultivating early scientific thinking about the natural world. The new literacy series will feature an integrated approach to science and literacy learning by contextualizing reading and informational text in real world settings. These strategies are considered even more important to academic achievement in today’s learning landscape.
- Design of a pioneering technology to create and organize personalized digital and off-line learning experiences for children and families. This technology will serve as the foundation of innovative, multi-media content that adapts to the interests and needs of individual children.
- Ensuring that all content is expertly informed, leading curriculum advisors, early learning practitioners, and educational researchers will be partners in helping shape content. Additional advisors with expertise in technology and community engagement will also support CPB and PBS in identifying children and family needs, providing guidance on content implementation and engagement methods, and determining how to incorporate Universal Design for Learning features into content in order to accommodate the needs of individual learners, including children with disabilities and English Language Learners.
- Production of *Parent-Child Activity Videos* that model fun and meaningful co-play ideas for families and children to do together. Leading public television stations will assess best approaches to engaging low-income children and families across the multi-year RTL effort through *Family Creative Learning Workshops*, *Camps*, and *Grassroots Family Engagement Models*.

- Establishment of an influential network of engagement partnerships, comprised of local public media stations, early childhood educators and providers, public libraries, science centers, health clinics, and housing agencies, that will increase the capacity of communities to support early learning. This network will meet children where they live and play and will support families, caregivers, and educators in their vital efforts. Communities will conduct local need assessments and join CPB, PBS and national advisors in developing a national-local master plan for contextualizing content and engagement practices in diverse settings in order to get more low-income children ready for school.
  
- Enlisting the Education Development Center and a consortium of highly-regarded researchers from SRI International, Rockman et al, and UCLA-CRESST to develop Ready To Learn’s multi-year research agenda for evaluation. Rigorous formative research will inform the iterative design and production process for new content, including early concept reviews, media feature analysis, and producer boot camps. Summative evaluation will include a range of pilot and efficacy studies that will be embedded in station communities in order to measure the impact of new content and engagement methods on target audience children and families.

## **FY 2017 PROPOSED APPROPRIATIONS LANGUAGE**

### *Federal Funds*

#### *DEPARTMENT OF EDUCATION- INNOVATION AND IMPROVEMENT*

*Of the amounts made available to the Department of Education Office of Innovation and Improvement for fiscal year 2018, not to exceed \$30,000,000 is available for Ready-To-Learn Programming awards.*

### **Budget Language**

#### *Ready-To-Learn Programming*

Provided for in Fiscal Year 2018, \$30,000,000 for Ready-To-Learn Programming awards. This program is intended to use the power and reach of public media to help prepare children, especially disadvantaged children, have a strong start and successful future. Academic studies have shown that Ready to Learn leverages the power and reach of public media to help prepare children, especially disadvantaged children, to enter and succeed in school as Congress intended. Current law requires that all programming and digital content created under Ready to Learn Programming be specifically designed for nationwide distribution over public television stations’ digital broadcasting channels and the Internet.

## Appendix A

### CPB Office of Inspector General FY 2018 Budget

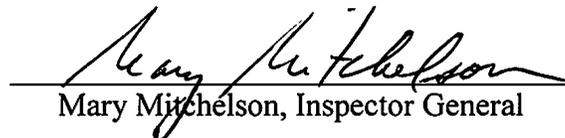
Congress established the Office of Inspector General (OIG) in the 1988 amendments to the Inspector General Act of 1978. OIG is an independent office within CPB, and the IG is hired by and reports to the CPB Board of Directors. OIG's mission is to promote the efficiency, effectiveness, and integrity of CPB initiatives and operations by conducting independent and objective audits, 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, following is the detailed breakout of OIG's FY 2017 and FY 2018 budgets, based on CPB's projected advance appropriations for those years.

#### CPB Office of the Inspector General

	FY2017 Annual Budget	FY2018 Annual Budget	FY2018 Budget Increase
Salary	1,071,251	1,113,701	42,450
FICA+ Medicare	74,102	76,185	2,083
Unemployment	3,240	3,240	0
TIAA-CREF	156,877	163,672	6,795
Insurance	90,200	99,220	9,020
Commuter	12,240	12,485	245
Consultant fees	21,000	21,000	0
Staff travel	70,000	70,000	0
Conference & registration fees	16,000	16,000	0
Telecommunications	6,000	6,500	500
Reproduction external	2,000	2,000	0
Supplies & materials	1,000	1,000	0
Furniture & equipment purchases	1,000	1,000	0
Delivery services	1,000	1,000	0
Membership fees	9,000	9,500	500
Subscriptions/publications	1,000	1,000	0
<b>Total</b>	<b>1,535,910</b>	<b>1,597,503</b>	<b>61,593</b>

I certify that the amounts requested satisfy all training requirements for OIG and the funds necessary to support the Council of the Inspectors General on Integrity and Efficiency in each FY 2017 and 2018.

  
Mary Mitchelson, Inspector General

## Appendix B: CPB Appropriations History

(\$ in millions)

<b>Fiscal Year</b>	<b>Administration Request (a)</b>	<b>Appropriation Received</b>	<b>Interconnection</b>
2018	\$445.00	\$445.00 (in law)	n/a
2017	\$445.00	\$445.00 (in law)	\$50.00 requested
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	
1989	\$214.00	\$228.00	
1988	\$214.00	\$214.00	
1987	\$186.00	\$200.00	
1986	\$75.00	\$159.50	
1985	\$85.00	\$150.50	

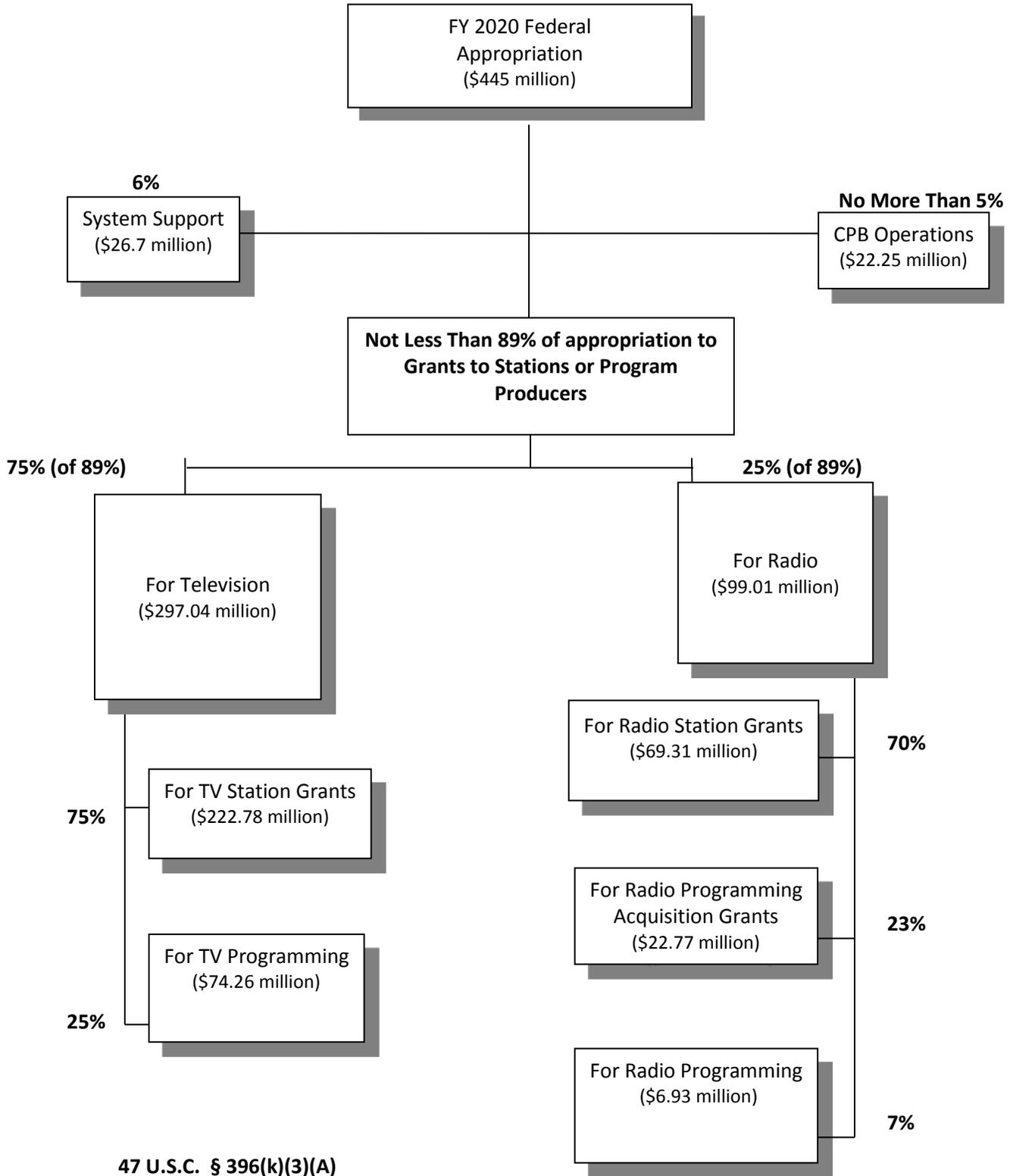
<b>Fiscal Year</b>	<b>Administration Request (a)</b>	<b>Appropriation Received</b>	<b>Interconnection</b>
1984	\$110.00	\$137.50	
1983	\$172.00	\$137.00	
1982	\$172.00	\$172.00	
1981	\$162.00	\$162.00	
1980	\$120.00	\$152.00	
1979	\$90.00	\$120.20	
1978	\$80.00	\$119.20	
1977	\$70.00	\$103.00	
TQ (b)	\$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, ie: FY 2018 funding was requested in FY 2016.

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

# Appendix C – Formula for Allocating CPB’s Federal Appropriation

(FY2020 Request)



## Appendix D

### 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 40 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 2018 funding level for CPB during the FY 2016 appropriations process.

From public broadcasting’s inception, the establishment of a long-range financing mechanism has been seen as 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. 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. The development of this compromise is documented extensively below.

#### **Important Benefits**

*First Amendment Considerations.* For more than 40 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 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. Signature series such as *The Civil War*, *Prohibition*, and the recent Ken Burns film on the Roosevelt family, *The Roosevelts: An Intimate History*, 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.

CPB believes the advance funding maximizes the federal investment in public broadcasting by allowing stations to better raise nonfederal dollars. It also shields programming decisions so that stations may provide high-quality educational, cultural, and instructional programs to viewers and listeners nationwide, just as previous administrations and Congresses envisioned.

## Appendix E – Public Broadcasting’s Interconnection Funding History

The interconnection 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 video tapes from station to station through a service called the National Educational Radio Network.

The bicycle service was followed by a national landline service via AT&T’s telephone communication 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 quality programs. Higher quality programming (music, documentaries, etc.) continued to be distributed on tape. NPR was the first radio entity to use satellite distribution for creation of a national radio network.

Then 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. Public radio started to use a satellite-based interconnection system in the summer of 1979. PBS was the first broadcast network to distribute television programming via satellite technology, in 1988. The satellite-based program distribution system resulted in drastically increased reliability, efficiency and cost-effectiveness and until recently has remained the industry standard today. 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...”

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

“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, \$198.4 million was appropriated 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 development 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 (PRSS). 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, NPR utilized the appropriated funds to create a non-real time IP over satellite digital distribution system called ContentDepot. This system permits public radio stations to receive national distribution of radio content as a data file. To integrate this technology with local stations, NPR updated and installed new receiving equipment at stations; created a Network Operations Center; created a disaster recovery center; and completed several software upgrades to the Content Depot system. They also leased satellite time that will expire in 2018.

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 satellite leases for public television and radio, respectively, will expire and the ground equipment at stations will reach the end of life. Working with PBS and the Administration, 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. Knowing that public radio had future interconnection needs and that technology will 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 allows CPB to spend the appropriation on both public television and public radio interconnection needs. In FY 2017, CPB requested \$50 million for the public broadcasting interconnection system.

**APPENDIX F**  
**Ready To Learn Research and Evaluation Studies**  
*November 2016*

Below are key findings from CPB-funded studies testing the effectiveness of Ready To Learn assets on the numeracy and literacy skills of young children from low-income families, as well as findings related to improved family involvement and understanding of their children's math learning and educators' increased math knowledge and confidence in using digital media in math instruction. These include impact and efficacy studies from our 2010 – 2015 round of Ready To Learn that focused on early math, as well as literacy findings from the 2005-2010 round of Ready To Learn.

**READY TO LEARN – 2010 – 2015**

**Children's Learning (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 50<sup>th</sup> to the 59<sup>th</sup> 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)

**Children’s Learning (Math) – Content 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 time 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.

#### **Parent Engagement<sup>13</sup> and Teacher Professional Development**

#### ***Evaluation of Chicago Public Schools' Virtual Pre-K Ready for Math Program that Integrates PBS KIDS Lab Digital Math Content*** (McCarthy, Winston, Li, Michel, Salguero, & Atienza, 2012)

- Participating in the Virtual Pre-K (VPK) Math program increased parents' awareness of their child's math learning and how they could support this learning:
  - 98 percent of parents reported that the VPK Math packets and workshops helped them better understand the math their children were learning in preschool.
  - 97 percent of parents reported that the VPK Math packets and workshops helped them gain more confidence about what they can do to help their children learn math.
  - Parents used technology with their children for educational purposes more often.

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<sup>13</sup> Most of the children's math studies included a parent engagement component, as noted in previous sections.

- Parents' involvement with their children's schools increased, as did their engagement with their children's educational activities at home.
- Participating preschool teachers' attitudes toward teaching math and integrating technology into instruction improved.

***Evaluation of Boston University's Teaching Tips Modules for Using PBS KIDS Transmedia Suites in Kindergarten Classrooms*** (McCarthy, Atienza, & Tiu, 2012)

- Teachers' comfort level and use of technology and digital content in their classroom instruction increased.
- Teachers felt that the modules were useful for increasing student engagement in lessons, helping students learn mathematics and literacy content as well as important teamwork skills.

***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**

**Summative Evaluation (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! (Literacy)**

***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 Reading Camp (Literacy)**

***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 .

***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).

**Martha Speaks (Literacy)**

***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 (Literacy)**

#### ***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 (Literacy)**

#### ***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.

## Appendix G

### ALABAMA

FY 2016

Employment & Earnings	Public Broadcasting Employees in State	130
	Total Wages	\$5,573,862
	Average Annual Salary	\$42,876

#### CPB Station Grants (FY2016 Figures)

<i>Public TV Stations</i>	Alabama Public Television (Birmingham)	\$1,811,372
	WBIQ (Birmingham)	
	WCIQ (Mount Cheaha)	
	WDIQ (Dozier)	
	WEIQ (Mobile)	
	WFIQ (Florence)	
	WGIQ (Louisville)	
	WHIQ (Huntsville)	
	WIIQ (Demopolis)	
<i>Public Radio Stations</i>	Alabama Public Radio	\$155,684
	WUAL-FM/91.5 (Tuscaloosa)	
	WQPR-FM/88.7 (Muscle Shoals)	
	WAPR-FM/88.3 (Selma)	
	WVAS-FM (Montgomery)	\$156,018
	WJAB-FM (Normal)	\$116,389
	WTSU-FM (Troy)	\$119,354
	WBHM-FM (Birmingham)	\$161,843
	WLRH-FM (Huntsville)	\$105,000
	<b>FY2016 Alabama Statewide Total</b>	<b>\$2,625,660</b>

### ALASKA

FY 2016

Employment & Earnings	Public Broadcasting Employees in State	212
	Total Wages	\$10,430,343
	Average Annual Salary	\$49,199

#### CPB Station Grants (FY2016 Figures)

<i>Public TV Stations</i>	KAKM-TV (Anchorage)	\$777,108
	KTOO-TV (Juneau)	\$1,263,979

	KUAC-TV (Fairbanks)	\$752,182
	KYUK-TV (Bethel)	\$945,995
<i>Public</i>		
<i>Radio Stations</i>	KBBI-AM (Homer)	\$124,974
	KBRW-AM (Barrow)	\$202,685
	KCAW-FM (Sitka)	\$137,464
	KNBA-FM (Anchorage)	\$1,309,222
	KCHU-AM (Valdez)	\$117,529
	KCUK-FM (Chevak)	\$186,576
	KDLG-AM (Dillingham)	\$193,667
	KDLL-FM (Homer)	\$96,544
	KFSK-FM (Petersburg)	\$124,097
	KHNS-FM (Haines)	\$121,604
	KUCB-FM (Unalaska)	\$186,576
	KIYU-AM (Galena)	\$207,807
	KMXT-FM (Kodiak)	\$130,756
	KNSA-AM (Unalakleet)	\$186,576
	KOTZ-AM (Kotzebue)	\$201,038
	KRBD-FM (Ketchikan)	\$130,296
	KSDP-AM (Sand Point)	\$186,586
	KSKA-FM (Anchorage)	\$253,836
	KSKO-AM (McGrath)	\$186,576
	KSTK-FM (Wrangell)	\$121,118
	KTNA-FM (Talkeetna)	\$124,384
	KTOO-FM (Juneau)	\$389,757
	KUAC-FM (Fairbanks)	\$241,948
	KUHB-FM (St. Paul Island)	\$185,535
	KYUK-AM (Bethel)	\$182,426
	KZPA-AM (Fort Yukon)	\$186,576
	KRFF-FM (Fairbanks)	\$144,816
	<b>FY2016 Alaska Statewide Total</b>	<b>\$9,397,607</b>

## American Samoa

**FY 2016**

Employment	Public Broadcasting Employees	49
& Earnings	Total Wages	\$1,204,671
	Average Annual Salary	\$24,585

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	KVZR-TV (Pago Pago)	\$708,235
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TV Stations

**FY2016 American Samoa Total** **\$708,235**

**ARIZONA**

**FY 2016**

Employment & Earnings	Public Broadcasting Employees in State	264
	Total Wages	\$12,179,927
	Average Annual Salary	\$46,136

**CPB Station Grants (FY2016 Figures)**

<i>Public</i> <i>TV Stations</i>	KAET-TV/Channel 8 (Phoenix)	\$1,989,296
	KUAT-TV/Arizona Public Media (Tucson)	\$1,258,622

<i>Public</i> <i>Radio Stations</i>	KNAU-FM (Flagstaff)	\$243,832
	KUYI-FM (Kykotsmovi)	\$144,004
	KOHN-FM (Sells)	\$215,664
	KBAQ-FM (Tempe)	\$212,898
	KJZZ-FM (Tempe)	\$599,981
	KGHR-FM (Tuba City)	\$144,816
	KUAZ-FM (Tucson)	\$270,081
	KXCI-FM (Tucson)	\$109,772
	KAWC-AM (Yuma)	\$154,866
	KNNB-FM (Whiteriver)	\$144,816
Native Public Media (Flagstaff)	\$300,000	

**FY2016 Arizona Statewide Total** **\$5,789,460**

**ARKANSAS**

**FY 2016**

Employment & Earnings	Public Broadcasting Employees in State	152
	Total Wages	\$5,120,144
	Average Annual Salary	\$33,685

**CPB Station Grants (FY2016 Figures)**

<i>Public</i> <i>TV Stations</i>	AETN (Conway)	\$2,146,827
	KAFT (Fayetteville)	
	KEMV (Mountain View)	

	KETG (Arkadelphia)	
	KETS (Little Rock)	
	KTEJ (Jonesboro)	
	KETZ (El Dorado)	
<i>Public</i>	KUAF-FM (Fayetteville)	\$124,630
<i>Radio Stations</i>	KUAR-FM (Little Rock)	\$134,397
	KASU-FM (State University)	\$141,851
<b>FY2016 Arkansas Statewide Total</b>		<b>\$2,547,705</b>

## CALIFORNIA

**FY 2016**

Employment	Station Employees in State	1,208
& Earnings	Annual Wages	\$73,665,139
	Average Annual Salary	\$60,981

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	KCET-TV (Burbank)	\$3,146,309
<i>TV Stations</i>	KCSM-TV (San Mateo)	\$240,399
	KEET-TV (Eureka)	\$666,556
	KIXE-TV (Redding)	\$697,388
	KLCS-TV (Los Angeles)	\$934,457
	KOCE-TV (Costa Mesa)	\$2,079,917
	KPBS-TV (San Diego)	\$3,259,236
	KQED-TV (San Francisco)	\$4,043,387
	KRCB-TV (Rohnert Park)	\$515,971
	KVCR-TV (San Bernardino)	\$848,718
	KVIE-TV (Sacramento)	\$1,590,185
	KVPT-TV (Fresno)	\$916,870
<i>Public</i>	KHSU-FM (Arcata)	\$175,061
<i>Radio Stations</i>	KCHO-FM (Chico)	\$184,782
	KZFR-FM (Chico)	\$72,160
	KSJV-FM (Fresno)	\$253,632
	KVPR-FM (Fresno)	\$196,211
	KIDE-FM (Hoopa)	\$159,459
	KUFW-FM (Keene)	\$360,478
	KKJZ-FM (Long Beach)	\$222,611
	KUSC-FM (Los Angeles)	\$752,224
	KVMR-FM (Nevada City)	\$174,432

KPCC-FM (Pasadena)	\$1,868,487
KZYX-FM (Philo)	\$124,447
KWMR-FM (Point Reyes Station)	\$118,374
KMUD-FM (Redway)	\$125,354
KRCB-FM (Rohnert Park)	\$72,160
KXJZ-FM (Sacramento)	\$467,611
KXPR-FM (Sacramento)	\$244,300
KPBS-FM (San Diego)	\$609,108
KSDS-FM (San Diego)	\$184,844
KALW-FM (San Francisco)	\$193,727
KQED-FM (San Francisco)	\$1,786,357
KCBX-FM (San Luis Obispo)	\$154,943
KCSM-FM (San Mateo)	\$169,587
KUSP-FM (Santa Cruz)	\$106,790
KCRW-FM (Santa Monica)	\$1,206,947
KAZU-FM (Seaside)	\$146,429
KCLU-FM (Thousand Oaks)	\$132,413

*Other*

James Marshall Consulting, Inc.	\$45,000
American Film Institute (Los Angeles)	\$150,000
NALIP (Los Angeles)	\$20,000
Ctr. for Asian American Media (San Francisco)	\$1,358,591
Independent Television Service (San Francisco)	\$18,091,231
Latino Public Broadcasting (Burbank)	\$1,458,591
The Jim Henson Company LLC	\$3,000,000
Mark Erstling	\$2,000
City Projects, LLC	\$822,500
Smiley Group	\$49,690
The Filmmaker Fund	\$250,000
Jet Propulsion, LLC	\$3,000,000

**California FY2016 Statewide Total** **\$56,840,846**

**COLORADO**

**FY 2016**

Employment	Public Broadcasting Employees in State	331
& Earnings	Total Wages	\$14,606,531
	Average Annual Salary	\$44,128

**CPB Station Grants (FY2015 Figures)**

<i>Public</i>	KBDI-TV (Denver)	\$520,583
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<i>TV Stations</i>	Rocky Mountain PBS	\$1,939,746
	KRMA-TV (Denver)	
	KTSC-TV (Pueblo)	
	KRMJ-TV (Grand Junction)	
	KRMU-TV (Durango)	
	KRMZ-TV (Steamboat Springs)	
<i>Public</i>	KRZA-FM (Alamosa)	\$144,816
<i>Radio Stations</i>	KAJX-FM (Aspen)	\$178,526
	KGNU-FM (Boulder)	\$94,672
	KDNK-FM (Carbondale)	\$120,319
	KVOD-FM (Centennial)	\$880,886
	KCME-FM (Colorado Springs)	\$95,942
	KRCC-FM (Colorado Springs)	\$172,490
	KSJD-FM (Cortez)	\$96,544
	KBUT-FM (Crested Butte)	\$118,459
	KUVO-FM (Denver)	\$122,862
	KDUR-FM (Durango)	\$96,544
	KRFC-FM (Fort Collins)	\$72,160
	KAFM-FM (Grand Junction)	\$72,160
	KUNC-FM (Greeley)	\$215,738
	KSUT-FM (Ignacio)	\$248,135
	KVNF-FM (Paonia)	\$114,884
	KOTO-FM (Telluride)	
<i>Other</i>	Public Media Company	\$59,827
	VuHaus Corp.	\$430,000
	National Federation of Community Broadcasters	\$15,000
	Latino Public Radio Consortium	\$287,000
	<b>FY2016 Colorado Statewide Total</b>	<b>\$6,213,583</b>

## CONNECTICUT FY 2016

Employment & Earnings	Public Broadcasting Employees in State	107
	Total Wages	\$8,294,206
	Average Annual Salary	\$77,515

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	Connecticut Public Broadcasting (Hartford)	\$1,824,146
<i>TV Stations</i>	WEDH (Hartford)	
	WEDW (Bridgeport)	

WEDN (Norwich)  
WEDY (New Haven)

<i>Public</i>	Connecticut Public Radio	\$665,288
<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)	\$95,206
	WSHU-FM (Fairfield)	\$374,461
	WHDD-FM (Sharon)	\$145,646

**FY2016 Connecticut Statewide Total** **\$3,104,744**

**Delaware** **FY 2016**

Employment	Public Broadcasting Employees in State	9
& Earnings	Total Wages	\$308,083
	Average Annual Salary	\$34,231

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WDDE-FM (Dover)	\$93,674
<i>Radio Stations</i>		

**FY2016 Delaware Statewide Total** **\$93,674**

**Washington, DC** **FY 2016**

Employment	Station Employees in District	146
& Earnings	Annual Wages	\$7,248,728
	Average Annual Salary	\$49,648

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WHUT	\$890,602
<i>TV Stations</i>		

<i>Public</i>	WAMU	\$1,216,849
<i>Radio Stations</i>	NPR	\$2,200,667

<i>Other Programs</i>	Capital Concerts, Inc.	\$1,575,000
	Civic Enterprises, LLC	\$63,500
	America's Promise–Alliance for Youth	\$20,001
	Milton Coleman	\$79,404

**FY2016 District of Columbia Total** **\$6,046,023**

## **FLORIDA**

**FY 2016**

Employment	Public Broadcasting Employees in State	679
& Earnings	Total Wages	\$36,744,154
	Average Annual Salary	\$54,115

### **CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WEFS-TV (Cocoa)	\$356,246
<i>TV Stations</i>	WDSC-TV (Daytona Beach)	\$343,179
	WEDU-TV (Tampa)	\$1,035,989
	WFSU-TV (Tallahassee)	\$1,896,450
	WGCU-TV (Ft. Myers)	\$1,000,686
	WJCT-TV (Jacksonville)	\$794,660
	WLRN-TV (Miami)	\$1,205,998
	WPBT-TV (Miami)	\$1,897,542
	WSRE-TV (Pensacola)	\$888,005
	WUFT-TV (Gainesville)	\$883,547
	WUSF-TV (Tampa)	\$902,083
	WXEL-TV (West Palm Beach)	\$933,246
	WUCF-TV (Orlando)	\$821,781

<i>Public</i>	WGCU-FM (Ft. Myers)	\$188,533
<i>Radio Stations</i>	WQCS-FM (Fort Pierce)	\$139,881
	WUFT-FM (Gainesville)	\$232,144
	WJCT-FM (Jacksonville)	\$191,970
	WFIT-FM (Melbourne)	\$108,236
	WDNA-FM (Miami)	\$101,848
	WLRN-FM (Miami)	\$508,432
	WMFE-FM (Orlando)	\$294,029
	WKGK-FM (Panama City)	\$140,202
	WUWF-FM (Pensacola)	\$169,015
	WFSU-FM (Tallahassee)	\$342,118
	WMNF-FM (Tampa)	\$140,373
	WUSF-FM (Tampa)	\$456,909

	WPBI-FM (West Palm Beach)	\$109,849
	WUCF-FM (Orlando)	\$100,208
<i>Other</i>	Coats2Coats, LLC (Sarasota)	\$49,890

**FY2016 Florida Statewide Total** **\$16,152,127**

**GEORGIA** **FY 2016**

Employment	Public Broadcasting Employees in State	222
& Earnings	Total Wages	\$10,574,033
	Average Annual Salary	\$47,630

**CPB Station Grants (FY2016 Figures)**

<i>Public TV Stations</i>	Georgia Public Broadcasting (Atlanta)	\$2,886,253
	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)	\$729,800
<i>Public Radio Stations</i>	WABE-FM (Atlanta)	\$603,320
	WCLK-FM (Atlanta)	\$218,180
	GPB Radio (Atlanta)	\$527,437
	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

**FY2016 Georgia Statewide Total** **\$4,964,990**

**Guam** **FY 2016**

Employment	Public Broadcasting Employees	23
& Earnings	Total Wages	\$1,126,685
	Average Annual Salary	\$49,525

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WGTF-TV (Barrigada)	\$695,298
<i>TV Stations</i>		

<i>Public</i>	KPRG-FM (Mangilao)	\$106,859
<i>Radio Stations</i>		

**FY2016 Guam Total** **\$802,157**

**HAWAII** **FY 2016**

Employment	Public Broadcasting Employees in State	67
& Earnings	Total Wages	\$3,895,014
	Average Annual Salary	\$58,134

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	PBS Hawaii (Honolulu)	\$1,521,364
<i>TV Stations</i>		

<i>Public</i>	Hawaii Public Radio	\$325,408
<i>Radio Stations</i>	Honolulu (KHPR & KIPO)	
	Wailuku (KKUA)	
	Hilo (KANO)	

	KKCR-FM (Hanalei)	\$72,160
<i>Other</i>	Pacific Islanders in Communications (Honolulu)	\$1,358,591
<b>FY2016 Hawaii Statewide Total</b>		<b>\$3,277,523</b>

## IDAHO

FY 2016

Employment & Earnings	Public Broadcasting Employees in State	140
	Total Wages	\$5,843,819
	Average Annual Salary	\$41,741

### CPB Station Grants (FY2016 Figures)

<i>Public TV Stations</i>	Idaho Public Television (Boise)	\$1,483,508
	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)	\$188,374
	KBSW-FM (Boise)	\$246,481
	KISU-FM (Pocatello)	\$115,007
	KIYE-FM (Lapwai)	\$144,816

<b>FY2016 Idaho Statewide Total</b>		<b>\$2,178,186</b>
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## ILLINOIS

FY 2016

Employment & Earnings	Public Broadcasting Employees in State	574
	Total Wages	\$26,030,124
	Average Annual Salary	\$45,348

### CPB Station Grants (FY2016 Figures)

<i>Public TV Stations</i>	WSIU-TV (Carbondale)	\$953,130
	WEIU-TV (Charleston)	\$805,687
	WMEC-TV (Springfield)	\$764,025
	WTTW-TV (Chicago)	\$3,575,745
	WYCC-TV (Chicago)	\$1,103,835
	WQPT-TV (Moline)	\$691,531
	WTVP-TV (Peoria)	\$772,706

	WILL-TV (Urbana)	\$1,465,157
<i>Public</i>	WSIU-FM (Carbondale)	\$193,619
<i>Radio Stations</i>	WBEZ-FM (Chicago)	\$1,690,948
	WNIJ-FM (DeKalb)	\$224,557
	WDCB-FM (Glen Ellyn)	\$219,443
	WIUM-FM (Macomb)	\$203,958
	WGLT-FM (Normal)	\$137,427
	WCBU-FM (Peoria)	\$119,442
	WGVV-FM (Rock Island)	\$108,240
	WVIK-FM (Rock Island)	\$123,371
	WILL-FM (Urbana)	\$625,447
	WUIS-FM (Springfield)	\$223,303
<i>Other</i>	Gagen MacDonald, LLC	\$38,108
	The Kindling Group	\$1,203,645
	Wartella, Ellen Ann	\$55,000
	<b>FY2016 Illinois Statewide Total</b>	<b>\$14,673,045</b>

## INDIANA

FY 2016

<i>Employment &amp; Earnings</i>	Public Broadcasting Employees in State	380
	Total Wages	\$17,455,752
	Average Annual Salary	\$45,936

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	WTIU-TV (Bloomington)	\$1,117,880
<i>TV Stations</i>	WNIT-TV (South Bend)	\$784,195
	WNIN-TV (Evansville)	\$697,259
	WFWA-TV (Fort Wayne)	\$749,662
	WFYI-TV (Indianapolis)	\$1,138,126
	WYIN-TV (Merrillville)	\$683,184
	WIPB-TV (Muncie)	\$882,961
	WVUT-TV (Vincennes)	\$719,062
<i>Public</i>	WFHB-FM (Bloomington)	\$72,160
<i>Radio Stations</i>	WFIU-FM (Bloomington)	\$803,442
	WVPE-FM (Elkhart)	\$136,890
	WNIN-FM (Evansville)	\$80,791
	WBNI-FM (Fort Wayne)	\$132,518
	WFYI-FM (Indianapolis)	\$306,827

WBST-FM (Muncie)	\$135,993
WVUB-FM (Vincennes)	\$135,459
WBAA-FM (West Lafayette)	\$142,208
WLPR-FM (Merrillville)	\$108,240

**FY2016 Indiana Statewide Total** **\$8,826,797**

**IOWA**

**FY 2016**

Employment & Earnings	Public Broadcasting Employees in State	183
	Total Wages	\$5,737,616
	Average Annual Salary	\$31,353

**CPB Station Grants (FY2016 Figures)**

<i>Public TV Stations</i>	Iowa Public Television (Johnston)	\$2,962,312
	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 Radio Stations</i>	WOI-FM (Ames)	\$248,402
	KUNI-FM (Cedar Falls)	\$181,354
	KCKK-FM (Cedar Rapids)	\$113,382
	KIWR-FM (Council Bluffs)	\$108,378
	KALA-FM (Davenport)	\$72,160
	KSUI-FM (Iowa City)	\$184,926
	KWIT-FM (Sioux City)	\$149,210
	KBBG-FM (Waterloo)	\$108,240

**FY2016 Iowa Statewide Total** **\$4,128,364**

**KANSAS**

**FY 2016**

Employment & Earnings	Public Broadcasting Employees in State	143
	Total Wages	\$5,172,589
	Average Annual Salary	\$36,171

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KTWU-TV (Topeka)	\$874,050
<i>TV Stations</i>	KOOD-TV (Bunker Hill)	\$734,416
	KPTS-TV (Wichita)	\$744,555

<i>Public</i>		
<i>Radio Stations</i>	Kansas Public Radio	\$268,000
	KANU-FM (Lawrence)	
	KANV-FM (Junction City)	
	KANH-FM (Emporia)	
	KHCC-FM (Hutchinson)	\$206,645
	KRPS-FM (Pittsburg)	\$135,563
	KMUW-FM (Wichita)	\$160,347
	KANZ-FM (Garden City)	\$182,892

**FY2016 Kansas Statewide Total** **\$3,306,468**

**KENTUCKY**

**FY 2016**

Employment	Public Broadcasting Employees in State	313
& Earnings	Total Wages	\$10,652,232
	Average Annual Salary	\$34,032

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	Kentucky Educational Television (Lexington)	\$3,342,224
<i>TV Stations</i>	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)	\$1,159,867
<i>Public</i>	WFPK Louisville Public Media (Louisville)	\$785,498
<i>Radio Stations</i>	WKYU-FM (Bowling Green)	\$213,138
	WNKU-FM (Highland Heights)	\$144,422
	WUKY-FM (Lexington)	\$127,338
	WMKY-FM (Morehead)	\$133,540
	WKMS-FM (Murray)	\$182,822
	WEKU-FM (Richmond)	\$194,590
	WMMT-FM (Whitesburg)	\$114,657
	<b>FY2016 Kentucky Statewide Total</b>	<b>\$7,242,651</b>

## LOUISIANA

FY 2016

Employment	Public Broadcasting Employees in State	188
& Earnings	Total Wages	\$8,848,075
	Average Annual Salary	\$47,064

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	Louisiana Public Broadcasting (Baton Rouge)	\$2,219,417
<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)	\$589,510
	WYES-TV (Metairie)	\$575,075
<i>Public</i>	WBRH-FM (Baton Rouge)	\$111,203
<i>Radio Stations</i>	WWOZ-FM (New Orleans)	\$297,409
	KSLU-FM (Hammond)	\$82,837
	KRVS-FM (Lafayette)	\$126,938
	KEDM-FM (Monroe)	\$123,632
	WWNO-FM (New Orleans)	\$176,188
	KDAQ-FM (Shreveport)	\$164,983
	WRKF-FM (Baton Rouge)	\$107,867

**FY2016 Louisiana Statewide Total** **\$4,575,059**

**MAINE****FY 2016**

Employment & Earnings	Station Employees in State	91
	Annual Wages	\$5,081,738
	Average Annual Salary	\$55,843

**CPB Station Grants (FY2016 Figures)**

<i>Public TV Stations</i>	Maine Public Broadcasting (Lewiston)	\$1,096,683
	WCBB-TV (Augusta)	
	WMEB-TV (Orono)	
	WMEM-TV (Presque Isle)	
	WMED-TV (Calais)	
	WMEA-TV (Biddeford)	

<i>Public Radio Stations</i>	Maine Public Broadcasting (Lewiston)	\$571,793
	WMEA/90.1 (Portland)	
	WMEP 90.5 (Camden)	
	WMEW/91.3 (Waterville)	
	WMEH/90.9 (Bangor)	
	WMED/89.7 (Calais)	
	WMEM/106.1 (Presque Isle)	
	WMEF/106.5 (Fort Kent)	
	WMPG-FM (Portland)	\$72,160
WERU-FM (East Orland)	\$125,644	

**FY2016 Maine Statewide Total** **\$1,866,280**

**MARYLAND****FY 2016**

Employment & Earnings	Station Employees in State	233
	Annual Wages	\$11,333,203
	Average Annual Salary	\$48,640

**CPB Station Grants (FY2016 Figures)**

<i>Public TV Stations</i>	Maryland Public Television (Owings Mills)	\$3,182,394
	WMPB-TV (Baltimore)	
	WMPT-TV (Annapolis)	
	WCPB-TV (Salisbury)	
	WWPB-TV (Hagerstown)	
	WGPT-TV (Oakland)	
	WFPT-TV (Frederick)	

<i>Public</i>	WBJC-FM (Baltimore)	\$154,578
<i>Radio Stations</i>	WEAA-FM (Baltimore)	\$227,354
	WESM-FM (Princess Anne)	\$178,118
	WSCL-FM (Salisbury)	\$147,834
	WTMD-FM (Towson)	\$154,233
	WYPR-FM (Baltimore)	\$338,666

*Other*

Meintel, Sgrignoli and Wallace, LLC	\$460,980
Eastern Region Public Media (Kensington)	\$26,300

**FY 2016 Maryland Statewide Total** **\$4,870,457**

**MASSACHUSETTS**

**FY 2016**

Employment & Earnings	Station Employees in State	1,092
	Total Wages	\$33,077,730
	Average Annual Salary	\$30,290

**CPB Station Grants (FY2016 Figures)**

<i>Public</i> <i>TV Stations</i>	WGBH (Boston)	\$11,553,027
	WGBY-TV (Springfield)	
	WBGH-TV (Boston)	
	WGBX-TV (Boston)	

<i>Public</i> <i>Radio Stations</i>	WFCR-FM (Springfield)	\$326,791
	WBUR-FM (Boston)	\$1,648,041
	WICN-FM (Worcester)	\$79,777
	WOMR-FM (Provincetown)	\$72,160
	WUMB-FM (Boston)	\$161,247
	WGBH-FM (Boston)	\$742,957
	WMVY-FM (Vineyard Haven)	\$100,759
	WERS (Boston)	\$114,165

<i>Other</i>	Association of Independents in Radio, Inc. (Dorchester)	\$2,250,000
	PRX, Inc.	\$1,000,855

**FY2016 Massachusetts Statewide Total** **\$15,883,966**

**MICHIGAN****FY 2016**

Employment	Public Broadcasting Employees in State	397
& Earnings	Total Wages	\$19,475,435
	Average Annual Salary	\$49,056

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WKAR-TV (East Lansing)	\$1,113,007
<i>TV Stations</i>	WGVU-TV (Grand Rapids)	\$1,048,240
	WNMU-TV (Marquette)	\$702,074
	WCMU-TV (Mount Pleasant)	\$904,523
	WDCQ-TV (University Center)	\$748,465
	WTVS-TV/Detroit Public Television (Wixom)	\$2,904,346

<i>Public</i>	WUOM-FM (Ann Arbor)	\$423,621
<i>Radio Stations</i>	WDET-FM (Detroit)	\$255,400
	WKAR-FM (East Lansing)	\$243,995
	WGVU-AM+FM (Grand Rapids)	\$189,547
	WIAA-FM (Interlochen)	\$265,301
	WMUK-FM (Kalamazoo)	\$139,729
	WNMU-FM (Marquette)	\$151,614
	WCMU-FM (Mount Pleasant)	\$273,943
	WBLV-FM (Twin Lake)	\$113,393
	WEMU-FM (Ypsilanti)	\$152,605
	WRCJ-FM (Detroit)	\$152,283
	WUVS-LP (Muskegon)	\$108,240

<b>FY2016 Michigan Statewide Total</b>	<b>\$10,090,286</b>
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**MINNESOTA****FY 2016**

Employment	Station Employees in State	934
& Earnings	Annual Wages	\$32,840,951
	Average Annual Salary	\$35,161

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KSMQ-TV (Austin)	\$735,674
<i>TV Stations</i>	KWCM-TV (Appleton)	\$722,263

	Kawe (Bemidji)	\$752,465
	Twin Cities Public Television (KTCA) (St. Paul)	\$3,166,247
	WDSE-TV (Duluth)	\$784,386
<i>Public</i>	KAXE-FM (Grand Rapids)	\$147,047
<i>Radio Stations</i>	WSCD-FM (St. Paul)	\$316,060
	KKWE-FM (Callaway)	\$161,509
	KOJB-FM (Cass Lake)	\$144,816
	WTIP-FM (Grand Marais)	\$139,906
	KBEM-FM (Minneapolis)	\$116,520
	KBPR-FM (St. Paul)	\$187,144
	KCCM-FM (St. Paul)	\$232,912
	KFAI-FM (Minneapolis)	\$96,320
	KLSE-FM (St. Paul)	\$402,526
	KMOJ-FM (Minneapolis)	\$113,160
	KSJN-FM (St. Paul)	\$2,532,876
	KSJR-FM (St. Paul)	\$309,152
	KSRQ-FM (Thief River Falls)	\$96,544
	KUMD-FM (Duluth)	\$163,683
	KVSC-FM (St. Cloud)	\$96,083
	KBFT-FM (Nett lake)	\$161,836
<i>Other</i>	Public Radio International (PRI) (Minneapolis)	\$750,000
	Greater Public (Minneapolis)	\$46,000
	American Public Media (St. Paul)	\$312,432
	<b>FY2016 Minnesota Statewide Total</b>	<b>\$12,687,561</b>

## MISSISSIPPI

**FY 2016**

Employment	Station Employees in State	136
& Earnings	Annual Wages	\$3,869,079
	Average Annual Salary	\$28,449

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	Mississippi Public Broadcasting (Jackson)	\$1,742,571
<i>TV Stations</i>	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</i>	WPRL-FM (Lorman)	\$167,338
<i>Radio Stations</i>	WURC-FM (Holly Springs)	\$175,523
	WJSU-FM (Jackson)	\$127,191
	MPB Radio (Jackson)	\$196,019
	WMAB 89.9 (Mississippi State)	
	WMAE 89.5 (Booneville)	
	WMAH 90.3 (Biloxi)	
	WMAO 90.9 (Greenwood)	
	WMAU 88.9 (Bude)	
	WMAV 90.3 (Oxford)	
	WMAW 88.1 (Meridian)	
	WMPN 91.3 (Jackson)	

**FY2016 Mississippi Statewide Total** **\$2,508,642**

**MISSOURI**

**FY 2016**

Employment	Station Employees in State	352
& Earnings	Annual Wages	\$16,921,745
	Average Annual Salary	\$48,073

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KCPT-TV (Kansas City)	\$2,105,641
<i>TV Stations</i>	KETC-TV/Nine Network (St. Louis)	\$1,533,468
	KMOS-TV (Warrensburg)	\$820,866
	KOZK-TV (Springfield)	\$745,726
<i>Public</i>	KRCU-FM (Cape Girardeau)	\$137,600
<i>Radio Stations</i>	KXCV-FM (Maryville)	\$153,853
	KDHX-FM (St. Louis)	\$121,793
	KSMU-FM (Springfield)	\$123,995
	KCUR-FM (Kansas City)	\$306,022
	KJLU-FM (Jefferson City)	\$199,855
	KWMU-FM (St. Louis)	\$614,319
	KOPN-FM (Columbia)	\$72,160
	KMST-FM (Rolla)	\$212,946
	KBIA-FM (Columbia)	\$190,925
	KTBG (Kansas City)	\$90,178

FY2016 Missouri Statewide Total \$7,033,147

**MONTANA**

**FY 2016**

Employment & Earnings	Station Employees in State	86
	Annual Wages	\$3,075,515
	Average Annual Salary	\$35,761

**CPB Station Grants (FY2016 Figures)**

<i>Public TV Stations</i>	Montana PBS	\$1,109,626
	KUSM-TV (Bozeman)	
	KUFM-TV (Missoula)	
	KBGS-TV (Billings)	
	KUGF-TV (Great Falls)	

<i>Public Radio Stations</i>	KEMC-FM (Billings)	\$198,601
	KGLT-FM (Bozeman)	\$117,982
	KGVA-FM (Harlem)	\$144,816
	Montana Public Radio	\$236,049
	KUFM-FM (Missoula)	
	KUKL-FM (Kalispell)	
	KAPC-FM (Butte)	
	KUHM-FM (Helena)	
	KUFN-FM (Hamilton)	

FY2016 Montana Statewide Total \$1,807,074

**NEBRASKA**

**FY 2016**

Employment & Earnings	Station Employees in State	184
	Annual Wages	\$6,847,230
	Average Annual Salary	\$37,213

**CPB Station Grants (FY2016 Figures)**

<i>Public TV Stations</i>	Nebraska Educational Television (Lincoln)	\$1,696,714
	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)	\$1,221,128
<i>Public</i>	KZUM-FM (Lincoln)	\$72,160
<i>Radio Stations</i>	KVNO-FM (Omaha)	\$104,899
	KIOS-FM (Omaha)	\$121,810
	NET Radio (Lincoln)	\$217,401
	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)	\$1,358,591
<b>FY2016 Nebraska Statewide Total</b>		<b>\$4,792,703</b>

## NEVADA

**FY 2016**

Employment	Station Employees in State	199
& Earnings	Annual Wages	\$10,485,099
	Average Annual Salary	\$52,688

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	KL VX Vegas PBS (Las Vegas)	\$1,380,860
<i>TV Stations</i>	KNPB-TV (Reno)	\$896,861
<i>Public</i>	KCEP-FM (Las Vegas)	\$152,147
<i>Radio Stations</i>	KUNR-FM (Reno)	\$184,143
	KNPR-FM (Las Vegas)	\$450,111

**FY2016 Nevada Statewide Total** **\$3,064,122**

## NEW HAMPSHIRE

**FY 2016**

Employment	Station Employees in State	78
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& Earnings	Annual Wages	\$3,953,263
	Average Annual Salary	\$50,682

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	New Hampshire Public Television (Durham)	\$984,596
<i>TV Stations</i>	WENH-TV (Durham)	
	WEKW-TV (Keene)	
	WLED-TV (Littleton)	

<i>Public</i>	New Hampshire Public Radio (Concord)	\$390,304
<i>Radio Stations</i>	88.3, Nashua, WEVS	
	89.1, Concord, WEVO	
	90.7, Keene, WEVN	
	91.3, Littleton, WEVO	
	91.3, Hanover, WEVH	
	97.3, Plymouth, WEVO	
	99.5, Jackson, WEVJ	
	103.9, Portsmouth, WEVO	
	104.3, Dover, WEVO	
	105.9, Colebrook, WEVC	
	107.1, Gorham, WEVC	

**FY2016 New Hampshire Statewide Total** **\$1,374,900**

**NEW JERSEY**

**FY 2016**

Employment	Station Employees in State	92
& Earnings	Annual Wages	\$4,705,670
	Average Annual Salary	\$51,148

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	New Jersey Network (Trenton)	\$1,585,472
<i>TV Stations</i>	WNJT Trenton	
	WNJS Camden	
	WNJN Montclair	
	WNJB New Brunswick	

<i>Public</i>	WBGO-FM (Newark)	\$464,105
<i>Radio Stations</i>	WBJB-FM (Lincroft)	\$92,167
	WFMU-FM (Jersey City)	\$161,471
	WWFM-FM (West Windsor)	\$143,451

<i>Other</i>	BI Solutions Group, LLC (Lincroft)	\$175,000
	Cognizant Technology Solutions (Teaneck)	\$487,520
	Westpy Marketing Services	\$2,235

**FY2016 New Jersey Statewide Total** **\$3,111,421**

**NEW MEXICO** **FY 2016**

Employment	Station Employees in State	174
& Earnings	Annual Wages	\$7,241,207
	Average Annual Salary	\$42,346

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KENW-TV (Portales)	\$814,278
<i>TV Stations</i>	KNME-TV (Albuquerque)	\$1,448,060
	KRWG-TV (Las Cruces)	\$756,302

<i>Public</i>	KABR-AM (Alamo)	\$144,816
<i>Radio Stations</i>	KANW-FM (Albuquerque)	\$212,338
	KGLP-FM (Gallup)	\$144,816
	KRWG-FM (Las Cruces)	\$154,070
	KTDB-FM (Pine Hill)	\$169,439
	KENW-FM (Portales)	\$120,793
	KSHI-FM (Zuni)	\$177,356
	KUNM-FM (Albuquerque)	\$253,629
	KCIE-FM (Dulce)	\$162,657

**FY2016 New Mexico Statewide Total** **\$4,558,554**

**NEW YORK** **FY 2016**

Employment	Station Employees in State	1,326
& Earnings	Annual Wages	\$71,670,353
	Average Annual Salary	\$54,050

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WMHT-TV (Troy)	\$1,143,275
<i>TV Stations</i>	WPBS-TV (Watertown)	\$745,427
	WSKG-TV (Vestal)	\$783,153
	WNED-TV (Buffalo)	\$2,007,211

	WNET-TV (New York)	\$13,520,104
	WCFE-TV (Plattsburgh)	\$808,170
	WXXI-TV (Rochester)	\$1,203,481
	WCNY-TV (Syracuse)	\$928,243
	WNYE-TV (New York)	\$2,362,377
<i>Public</i>	WAMC-FM (Albany)	\$419,777
<i>Radio Stations</i>	WSKG-FM (Vestal)	\$226,986
	WFUV-FM (Bronx)	\$454,934
	WNED-FM (Buffalo)	\$452,491
	WSLU-FM (Canton)	\$270,001
	WEOS-FM (Geneva)	\$72,160
	WRFA-FM (Jamestown)	\$72,160
	WJFF-FM (Jeffersonville)	\$96,544
	WNYC-FM (New York)	\$3,708,658
	WRVO-FM (Oswego)	\$200,760
	WXXI-FM (Rochester)	\$327,010
	WPPB-FM (Southampton)	\$94,119
	WCNY-FM (Syracuse)	\$89,640
	WMHT-FM (Troy)	\$118,905
	WAER-FM (Syracuse)	\$143,588
<i>Other</i>	National Black Programming Consortium (New York)	\$1,358,951
	Thirteen Productions (New York)	\$1,387,735
	StoryCorps (Brooklyn)	\$1,200,000
	Center for New American Media	\$440,000
	Creative News Group, LLC	\$375,000
	Futuro Media Group	\$550,000
	Public Media NJ, Inc.	\$551,533
	<b>FY2016 New York Statewide Total</b>	<b>\$36,112,033</b>

## NORTH CAROLINA

FY 2016

Employment	Station Employees in State	375
& Earnings	Annual Wages	\$14,923,920
	Average Annual Salary	\$39,797

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	WTVI-TV (Charlotte)	\$939,873
<i>TV Stations</i>	UNC-TV (Research Triangle Park)	\$3,488,906
	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)	\$214,237
<i>Radio Stations</i>	WSNC-FM (Winston-Salem)	\$108,469
	North Carolina Public Radio	\$616,244
	WUNC-FM (Chapel Hill)	
	WRQM-FM (Rocky Mount)	
	WUND-FM (Manteo)	
	WFAE-FM (Charlotte)	\$298,629
	WDAV-FM (Davidson)	\$212,321
	WNCU-FM (Durham)	\$128,082
	WRVS-FM (Elizabeth City)	\$144,816
	WTEB-FM (New Bern)	\$138,454
	WSHA-FM (Raleigh)	\$114,794
	WNCW-FM (Spindale)	\$125,208
	WHQR-FM (Wilmington)	\$123,089
	WFDD-FM (Winston-Salem)	\$198,454
<i>Other</i>	PRPDA (Ashville)	\$15,860
	<b>FY2016 North Carolina Statewide Total</b>	<b>\$6,867,207</b>

## NORTH DAKOTA

**FY 2016**

Employment	Station Employees in State	112
& Earnings	Annual Wages	\$5,242,146
	Average Annual Salary	\$46,804

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	Prairie Public Broadcasting (Fargo)	\$1,297,491
<i>TV Stations</i>	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</i>	KEYA-FM (Belcourt)	\$166,523
<i>Radio Stations</i>	KABU-FM (St. Michaels)	\$164,129
	KMHA-FM (New Town)	\$171,453
	Prairie Public Radio (Fargo)	\$191,051
	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)	

**FY2016 North Dakota Statewide Total** **\$1,990,647**

**OHIO**

**FY 2016**

Employment	Station Employees in State	505
& Earnings	Annual Wages	\$25,262,133
	Average Annual Salary	\$50,024

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WOUB-TV (Athens)	\$1,024,688
<i>TV Stations</i>	WBGU-TV (Bowling Green)	\$849,393
	WCET-TV (Cincinnati)	\$1,004,001
	Ideastream/WVIZ-TV (Cleveland)	\$2,086,746
	WOSU-TV (Columbus)	\$1,237,668
	WPTD-TV (Dayton)	\$1,004,415
	WNEO-TV (Kent)	\$892,043
	WGTE-TV (Toledo)	\$840,742
<i>Public</i>	WAPS-FM (Akron)	\$95,564
<i>Radio Stations</i>	WOUB-FM (Athens)	\$213,964
	WGUC-FM (Cincinnati)	\$469,775

WCPN-FM (Cleveland)	\$447,832
WCBE-FM (Columbus)	\$138,909
WDPR-FM (Dayton)	\$103,011
WKSU-FM (Kent)	\$316,668
WGTE-FM (Toledo)	\$107,269
WCSU-FM (Wilberforce)	\$147,552
WYSO-FM (Yellow Springs)	\$167,365
WYSU-FM (Youngstown)	\$131,649
WOSU-FM (Columbus)	\$327,216

**FY 2016 Ohio Statewide Total** **\$11,706,500**

**OKLAHOMA**

**FY 2016**

Employment	Station Employees in State	121
& Earnings	Annual Wages	\$4,137,442
	Average Annual Salary	\$34,193

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KRSU-TV (Claremore)	\$694,966
<i>TV Stations</i>	Oklahoma Educational Television Authority (OC)	\$1,644,502
	KETA-TV (Oklahoma City)	
	KOED-TV (Tulsa)	
	KOET-TV (Eufaula)	
	KWET-TV (Cheyenne)	

<i>Public</i>	KUCO-FM (Edmond)	\$99,381
<i>Radio Stations</i>	KCCU-FM (Lawton)	\$133,609
	KGOU-FM (Norman)	\$161,556
	KOSU-FM (Stillwater)	\$223,911
	KWGS-FM (Tulsa)	\$140,169

**FY2016 Oklahoma Statewide Total** **\$3,098,094**

**OREGON**

**FY 2016**

Employment	Station Employees in State	261
& Earnings	Annual Wages	\$14,356,763
	Average Annual Salary	\$55,006

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KSYS-TV (Medford)	\$739,689
<i>TV Stations</i>	Oregon Public Broadcasting (Portland)	\$2,000,084
	KOPB-TV (Portland)	
	KOAC-TV (Corvallis)	
	KEPB-TV (Eugene)	
	KOAB-TV (Bend)	
	KTVR-TV (La Grande)	

<i>Public</i>	KSOR-FM (Ashland)	\$260,465
<i>Radio Stations</i>	KMUN-FM (Astoria)	\$115,976
	KNCA-FM (Ashland)	\$133,345
	KRVM-FM (Eugene)	\$130,133
	KCUW-FM (Pendleton)	\$144,816
	KLCC-FM (Eugene)	\$239,560
	KQAC (Portland)	\$282,456
	KWSO (Warm Springs)	\$160,787
	OPB Radio (Portland)	\$1,498,622
	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 (Gleneden Beach)	
	KOPB-FM (Eugene)	
	KOTD-FM (The Dalles)	
	KRBM-FM (Pendleton)	
	KTMK-FM (Tillamook)	
	KTVR-FM (La Grande)	

**FY2016 Oregon Statewide Total** **\$5,705,933**

**PENNSYLVANIA**

**FY 2016**

<i>Employment</i>	Station Employees in State	632
<i>&amp; Earnings</i>	Annual Wages	\$34,347,093
	Average Annual Salary	\$54,346

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WLVT-TV (Bethlehem)	\$942,693
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<i>TV Stations</i>	WQLN-TV (Erie)	\$703,602
	WITF-TV (Harrisburg)	\$894,570
	WHYY-TV (Philadelphia)	\$2,094,670
	WQED-TV (Pittsburgh)	\$1,652,287
	WVIA-TV (Pittston)	\$910,073
	WPSU-TV (University Park)	\$1,634,209
	WYBE-TV (Philadelphia)	\$526,813

<i>Public</i>	WHYY-FM (Philadelphia)	\$720,150
<i>Radio Stations</i>	WDIY-FM (Bethlehem)	\$92,823
	WQLN-FM (Erie)	\$92,550
	WITF-FM (Harrisburg)	\$196,419
	WLCH-FM (Lancaster)	\$78,823
	WXPB-FM (Philadelphia)	\$491,534
	WQED-FM (Pittsburgh)	\$121,707
	WVIA-FM (Pittston)	\$120,592
	WPSU-FM (University Park)	\$177,543
	WRTI-FM (Philadelphia)	\$308,254
	WYEP-FM (Pittsburgh)	\$445,549

**FY2016 Pennsylvania Statewide Total** **\$12,204,861**

## **Puerto Rico**

**FY2016**

<i>Employment</i>	Public Broadcasting Employees	239
<i>&amp; Earnings</i>	Total Wages	\$9,793,045
	Average Annual Salary	\$40,975

### **CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WMTJ-TV (Rio Piedras)	\$1,237,732
<i>TV Stations</i>	WIPR-TV (San Juan)	\$1,848,988
<i>Public</i>	WIPR-FM (San Juan)	\$364,393
<i>Radio Stations</i>	WRTU-FM (San Juan)	\$209,060

**FY2016 Puerto Rico Total** **\$3,660,173**

## **RHODE ISLAND**

**FY 2016**

<i>Employment</i>	Station Employees in State	47
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& Earnings	Annual Wages	\$2,345,219
	Average Annual Salary	\$49,898

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	Rhode Island PBS/WSBE (Providence)	\$770,225
<i>TV Stations</i>		

<i>Public</i>	WRNI (Providence)	\$188,928
<i>Radio Stations</i>	WRNI-AM (Providence)	
	WRNI-FM (Narragansett)	

<b>FY2016 Rhode Island State Total</b>		<b>\$959,153</b>
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**SOUTH CAROLINA** **FY 2016**

Employment	Station Employees in State	155
& Earnings	Annual Wages	\$6,112,005
	Average Annual Salary	\$39,432

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	South Carolina Educational Television (Columbia)	\$2,253,117
<i>TV Stations</i>	WNTV-TV (Greenville)	
	WITV-TV (Charleston)	
	WRLK-TV (Columbia)	
	WJPM-TV (Florence)	
	WEBA-TV (Allendale)	
	WJWJ-TV (Beaufort)	
	WRJA-TV (Sumter)	
	WNSC-TV (Rock Hill)	
	WHMC-TV (Conway)	
	WRET-TV (Spartanburg)	
	WNEH-TV (Greenwood)	

<i>Public</i>	WSSB-FM (Orangeburg)	\$144,816
<i>Radio Stations</i>	SCETV Radio	\$379,290
	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)

**FY2016 South Carolina Statewide Total** **\$2,777,223**

**SOUTH DAKOTA**

**FY 2016**

Employment	Station Employees in State	70
& Earnings	Annual Wages	\$2,338,796
	Average Annual Salary	\$33,411

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	South Dakota Public Broadcasting	\$1,383,658
<i>TV Stations</i>	KUSD-TV (Vermillion)	
	KBHE-TV (Rapid City)	
	KCSD-TV (Sioux Falls)	
	KDSD-TV (Aberdeen)	
	KESD-TV (Brookings)	
	KPSD-TV (Eagle Butte)	
	KQSD-TV (Lowry)	
	KTSD-TV (Pierre)	
	KZSD-TV (Martin)	

<i>Public</i>	South Dakota Public Broadcasting	\$213,593
<i>Radio Stations</i>	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)	\$144,816
	KLND-FM (McLaughlin)	\$287,658
	KILI-FM (Porcupine)	\$163,238
	KOYA-FM (Rosebud)	\$144,816

**FY2016 South Dakota Statewide Total** **\$2,348,139**

**TENNESSEE**

**FY 2016**

Employment	Station Employees in State	203
& Earnings	Annual Wages	\$9,580,745
	Average Annual Salary	\$47,195

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WTCI-TV (Chattanooga)	\$755,376
<i>TV Stations</i>	WCTE-TV (Cookeville)	\$722,307
	WKNO-TV (Cordova)	\$827,705
	WETP-TV (Knoxville)	\$772,738
	WLJT-TV (Martin)	\$708,294
	WNPT-TV (Nashville)	\$1,077,282

<i>Public</i>	WDVX-FM (Knoxville)	\$90,037
<i>Radio Stations</i>	WUTC-FM (Chattanooga)	\$126,496
	WKNO-FM (Cordova)	\$140,129
	WETS-FM (Johnson City)	\$101,426
	WUOT-FM (Knoxville)	\$154,032
	WPLN-FM (Nashville)	\$314,664

**FY2016 Tennessee Statewide Total** **\$5,890,486**

**TEXAS**

**FY 2016**

Employment	Station Employees in State	657
& Earnings	Annual Wages	\$30,131,102
	Average Annual Salary	\$45,861

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KACV-TV (Amarillo)	\$759,861
<i>TV Stations</i>	KLRU-TV (Austin)	\$1,670,973
	KAMU-TV (College Station)	\$788,798
	KEDT-TV (Corpus Christi)	\$705,863
	KERA-TV (Dallas)	\$1,519,047
	KCOS-TV (El Paso)	\$674,261
	KUHT-TV (Houston)	\$1,691,890
	KNCT-TV (Killeen)	\$690,364
	KTTZ-TV (Lubbock)	\$710,548
	KPBT-TV (Midland)	\$645,590
	KLRN-TV (San Antonio)	\$1,003,411

<i>Public</i>	KACU-FM (Abilene)	\$113,851
<i>Radio Stations</i>	KUT -FM (Austin)	\$598,718
	KVLU-FM (Beaumont)	\$87,045
	KAMU-FM (College Station)	\$92,146
	KETR-FM (Commerce)	\$131,025
	KEDT-FM (Corpus Christi)	\$130,803
	KERA-FM (Dallas)	\$651,390
	KTEP-FM (El Paso)	\$149,075
	KUHF-FM (Houston)	\$646,432
	KNCT-FM (Killeen)	\$72,160
	KTTZ-FM (Lubbock)	\$145,812
	KRTS-FM (Marfa)	\$186,576
	KXWT-FM (Marfa)	\$113,383
	KPVU-FM (Prairie View)	\$126,731
	KPAC-FM (San Antonio)	\$379,888
	KTXK-FM (Texarkana)	\$96,544
	KWBU-FM (Waco)	\$119,259
	KMFA-FM (Austin)	\$132,529
	KTSU-FM (Houston)	\$152,367
<b>FY2016 Texas Statewide Total</b>		<b>\$14,987,240</b>

## UTAH

FY 2016

<i>Employment &amp; Earnings</i>	Station Employees in State	483
	Annual Wages	\$18,589,277
	Average Annual Salary	\$38,487

### CPB Station Grants (FY2016 Figures)

<i>Public</i>	KBYU-TV (Provo)	\$5,476,305
<i>TV Stations</i>	KUED-TV (Salt Lake City)	\$1,708,308
	KUEN-TV (Salt Lake City)	\$3,798,290
<i>Public</i>	KCPW-FM (Salt Lake City)	\$87,743
<i>Radio Stations</i>	KUSU-FM (Logan)	\$150,731
	KPCW-FM (Park City)	\$173,134
	KBYU-FM (Provo)	\$189,111
	KUER-FM (Salt Lake City)	\$259,447

<b>FY2016 Utah Statewide Total</b>		<b>\$11,843,069</b>
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## VERMONT

FY 2016

Employment	Station Employees in State	98
& Earnings	Annual Wages	\$4,320,723
	Average Annual Salary	\$44,089

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	Vermont Public Television (Colchester)	\$969,113
<i>TV Stations</i>	WETK (Burlington)	
	WVER (Rutland)	
	WVTB (St. Johnsbury)	
	WVTA (Windsor)	

<i>Public</i>	WGDR-FM (Plainfield)	\$72,160
<i>Radio Stations</i>	Vermont Public Radio	\$754,510
	WVPS/107.9 (Colchester)	
	WVPR/89.5 (Windsor)	
	WRVT/88.7 (Rutland)	
	WVPA/88.5 (St. Johnsbury)	
	WBTV-FM/94.3 (Bennington)	
	WVBA/88.9 (Brattleboro)	

**FY2016 Vermont Statewide Total** **\$1,795,783**

**Virgin Islands** **FY2016**

Employment	Public Broadcasting Employees	38
& Earnings	Total Wages	\$2,327,089
	Average Annual Salary	\$60,839

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WTJF-TV (St. Thomas)	\$1,089,499
<i>TV Stations</i>		

**FY2016 Virgin Islands Total** **\$1,089,499**

**VIRGINIA** **FY 2016**

Employment	Station Employees in State	429
& Earnings	Annual Wages	\$25,840,725
	Average Annual Salary	\$60,234

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	WETA-TV (Arlington)	\$7,310,990
<i>TV Stations</i>	WVPT-TV (Harrisonburg)	\$643,753
	WHRO-TV (Norfolk)	\$1,199,278
	Commonwealth Public Broadcasting	\$975,801
	WCVE-TV (Richmond)	
	WHTJ-TV (Charlottesville)	
	WNVT-TV (Falls Church)	
	WBRA-TV (Roanoke)	\$817,219
 <i>Public</i>	WETA-FM (Arlington)	\$335,937
<i>Radio Stations</i>	WTJU-FM (Charlottesville)	\$82,590
	WMRA-FM (Harrisonburg)	\$152,603
	WHRV-FM (Norfolk)	\$420,620
	WCVE-FM (Richmond)	\$220,842
	WVTF-FM (Roanoke)	\$230,624
	WNRN-FM (Charlottesville)	\$88,268
	WNSB-FM (Norfolk)	\$114,151
 <i>Other (Producers, Consultants, Etc.)</i>	Blue Land Media, LLC (Arlington)	\$100,750
	Public Broadcasting Service (Arlington)	\$36,623,951
	Public Media Business Association (McLean)	\$25,000
	Convergence Services, Inc. (Alexandria)	\$21,500
	APTS (Arlington)	\$112,950
	NEWSHOUR PRODUCTIONS LLC (Arlington)	\$3,549,179
	Liteman Rosse, Inc. (Arlington)	\$9,188
	Joseph B. Bruns (Manasas)	\$7,314
	Eagle Hill Consulting, LLC	\$502,380
	Kevin Clark Group, LLC	\$14,400
	Media Institute	\$10,000
	Meehan Media Consulting	\$10,000
	Cavell, Mertz and Associates, Inc.	\$9,450

**FY2016 Virginia Statewide Total** **\$53,588,738**

**WASHINGTON**

**FY 2016**

Employment	Station Employees in State	421
& Earnings	Annual Wages	\$18,196,879
	Average Annual Salary	\$43,222

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	KWSU-TV (Pullman)	\$786,657
<i>TV Stations</i>	KCTS-TV (Seattle)	\$1,641,980
	KSPS-TV (Spokane)	\$1,045,967
	KBTC-TV (Tacoma)	\$1,042,345

<i>Public</i>		
<i>Radio Stations</i>	KSVR-FM (Mount Vernon)	\$108,240
	KWSU-AM (Pullman)	\$390,728
	KUOW-FM (Seattle)	\$726,486
	KEXP-FM (Seattle)	\$606,941
	KPBX-FM (Spokane)	\$251,940
	KPLU-FM (Tacoma)	\$484,496
	KING-FM (Seattle)	\$255,306
	KDNA-FM (Granger)	\$179,414
	KNHC-FM (Seattle)	\$106,220

**FY2016 Washington Statewide Total** **\$7,626,720**

**WEST VIRGINIA**

**FY 2016**

<i>Employment</i>	Station Employees in State	120
<i>&amp; Earnings</i>	Annual Wages	\$3,379,163
	Average Annual Salary	\$28,159

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	West Virginia Public Broadcasting	\$1,075,633
<i>TV Stations</i>	WPBY-TV (Huntington)	
	WSWP-TV (Beckley)	
	WNPB-TV (Morgantown)	
	WPWP (Beckley)	

<i>Public</i>	WVPB-FM (Beckley)	\$222,796
<i>Radio Stations</i>	Allegheny Mountain Radio	\$248,768
	WVMR-AM (Frost)	
	WVLS-FM (Dunmore)	
	WCHG-FM (Hot Springs, Virginia)	
	WVMR-FM (Dunmore)	
	WVPC-FM (Franklin)	
	WNMP-FM (Marlinton)	

FY2016 West Virginia Statewide Total

\$1,547,197

**WISCONSIN**

**FY 2016**

Employment	Station Employees in State	414
& Earnings	Annual Wages	\$13,940,117
	Average Annual Salary	\$33,671

**CPB Station Grants (FY2016 Figures)**

<i>Public</i>	Wisconsin Public Television	\$3,091,677
<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	\$2,090,673
<i>Public</i>	WOJB-FM (Hayward)	\$125,385
<i>Radio Stations</i>	WORT-FM (Madison)	\$89,043
	WUWM-FM (Milwaukee)	\$259,728
	WYMS-FM (Milwaukee)	\$167,412
	WXPR-FM (Rhinelander)	\$124,008
	WLSU (Madison)	\$154,050
	Wisconsin Public Radio	\$1,256,111
	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)	
	WHSB FM 89.9 (Brule)	

WHRM FM 90.9 (Wausau)

**FY2016 Wisconsin Statewide Total** **\$7,358,087**

**WYOMING**

**FY 2016**

Employment & Earnings	Station Employees in State Annual Wages Average Annual Salary	46 \$2,039,166 \$44,329
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**CPB Station Grants (FY2016 Figures)**

<i>Public</i> <i>TV Stations</i>	Wyoming PBS KCWC (Riverton) KWYP (Laramie) KPTW (Casper)	\$1,078,849
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<i>Public</i> <i>Radio Stations</i>	Wyoming Public Radio KBUW/90.5 (Buffalo) KDUW/91.7 (Douglas) KSUW/91.3 (Sheridan) KUWA/91.3 (Afton) KUWC/91.3 (Casper) KUWD/91.5 (Sundance) KUWG/90.9 (Gillette) KUWI/89.9 (Rawlins) KUWJ/90.3 (Jackson) KUWN/90.5 (Newcastle) KUWP/90.1 (Powell) KUWR/91.9 (Laramie) KUWT/91.3 (Thermopolis) KUWX/90.9 (Pinedale) KUWZ/90.5 (Rock Springs)	\$324,101
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**FY2016 Wyoming Statewide Total** **\$1,402,950**



Corporation  
for Public  
Broadcasting

**Excerpt from the Report on  
Alternative Sources of Funding for Public Broadcasting Stations**

This report is provided by the Corporation for Public Broadcasting (CPB) in response to the Conference Report accompanying the Military Construction and Veterans Affairs and Related Agencies Appropriations Act, 2012 (H.R. 2055).

June 20, 2012

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## **I. INTRODUCTION**

This report is provided by the Corporation for Public Broadcasting (CPB) in response to the Conference Report accompanying the Military Construction and Veterans Affairs and Related Agencies Appropriations Act, 2012 (H.R. 2055). The conferees requested that CPB provide a report to House and Senate Committees on Appropriations within 180 days of enactment of the Act on alternative sources of funding for public broadcasting stations in lieu of federal funding.

## **II. EXECUTIVE SUMMARY**

The public broadcasting community is fully aware of the fiscal and budgetary challenges facing the federal government. Since the recession struck in 2008, public broadcasters have seen their own budgets ravaged by declining contributions from individuals, corporations, foundations, universities, state and local governments—and a \$50 million reduction in federal support in the last two years alone.<sup>1</sup>

More than 60 percent of public television and radio stations are operating with budget deficits today.<sup>2</sup> Public broadcasters sympathize with the Congress's effort to find economies, efficiencies and cost savings. As this report shows, public broadcasters are making similar efforts.

In response to Congress's request for this report, CPB engaged the management consulting firm of Booz & Company to explore in depth possible alternatives to the federal appropriation, to identify existing funding sources that could yield any significant new revenue, and to consider the impact of the loss of the federal appropriation on the public broadcasting system.

In the course of this effort, CPB and Booz & Company consulted with the leaders of the national public broadcasting organizations, officials from public radio and television stations across the country, and media and financial experts. From these consultations, Booz & Company considered a broad range of possible funding sources, both new and existing. CPB and Booz & Company then narrowed the focus to five new options and 14 existing sources that offered the most realistic opportunity to enhance revenue. These options were beyond public broadcasting's core charitable fundraising efforts, which stations are constantly working to grow and improve.

The five new or alternative funding options for public broadcasting stations include: television advertising, radio advertising, retransmission consent fees, paid digital subscriptions and digital game publishing.

The 14 existing sources from which public broadcasting already draws include: merchandise licensing, digital online advertising, education and state government fee-for-service arrangements, events, renting donor lists to direct marketers, tower leasing, production services,

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<sup>1</sup> National Telecommunications and Information Administration's Public Telecommunications Facilities Program and the CPB Digital Appropriation.

<sup>2</sup> Analysis of 2009 and 2010 financial reports submitted to CPB by public radio and television stations showed that 60 percent had experienced deficits in their unrestricted operating budgets.

on-demand distribution, content licensing, DVD/CD sales, retail product sales, magazine publishing, book publishing and mobile device applications.

Finally, CPB examined the potential for revenue that might be generated through the sale of spectrum, as well as the potential impact of a change in the law that currently bars public broadcasters from airing paid political advertisements.<sup>3</sup>

CPB, through Booz & Company's comprehensive analysis, found—as a study by the Government Accountability Office (GAO) concluded in 2007<sup>4</sup>—that there is simply no substitute for the federal investment to accomplish the public service mission that Congress has assigned to public broadcasters and that the American people overwhelmingly support.

The mission of public broadcasting—service to our democracy and civic life—can be traced at least as far back as 1938, when the Federal Communications Commission (FCC) set aside spectrum for noncommercial broadcasting in the early years of radio (and before television was introduced at the 1939 World's Fair).

Public broadcasting is rooted in education, keeping faith with the commitment President Eisenhower and Congress made with the National Defense Education Act of 1958 to use the unique power of television, radio and other media to enrich the teaching and learning experience in America's classrooms. In 1967, Congress passed the Public Broadcasting Act,<sup>5</sup> launching the modern system of public television and radio, including satellite-delivered national programming services to supplement local programming and other essential community services provided by public television and radio stations.

While private donations and existing funding sources can and do help defray considerable costs for the much-honored programs of public television and radio—nonfederal funding represents five of every six dollars invested annually in public broadcasting—both CPB<sup>6</sup> and the 2007 GAO study found that the federal investment is indispensable to sustaining the operations of public broadcasting stations, the public service missions they pursue, and the universal service to which the Public Broadcasting Act aspires.

The American public clearly believes that federal funding is an appropriate, effective and valued use of their tax dollars. Overwhelmingly, the public believes that federal funding for public

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<sup>3</sup> The Ninth Circuit United States Court of Appeals recently struck down §399B(a)(2) and (3) of the Communications Act, which ban issue and political advertising on public broadcasting stations, as unconstitutional restrictions on free speech. *Minority Television Project v. FCC*, \_\_\_ F2d \_\_\_ (2012). The mandate in that case has not yet issued.

<sup>4</sup> GAO report on *Issues Related to the Structure and Funding of Public Television* (GAO-07-150, January 2007) (“GAO Report”) at 36.

<sup>5</sup> 47 U.S.C. §396ff.

<sup>6</sup> CPB engaged McKinsey & Company in 2002-03, Brody Weiser Burns in 2004, and Booz Allen Hamilton in 2007 to study the potential of various funding sources for public broadcasting.

broadcasting is money well spent and the best value for America's tax dollars, second only to national defense.<sup>7</sup>

The 15 percent of financial support for the public broadcasting system that is derived from the federal appropriation is vital money. It incentivizes private donations and other funding sources by leveraging those dollars with federal dollars, enabling innovation and technological advances and providing crucial support to stations—particularly those serving rural, minority and other underserved communities—that rely to a much greater degree on federal support and thus are most at risk from its loss.

The public-private partnership represented by the federal appropriation and public broadcasting is a uniquely American approach. Federal money is the foundation upon which stations build and raise, on average, at least six times the amount they receive from the federal government. This nonfederal money lets CPB know that stations are receiving a positive “report card” from the communities they serve. Of every federal dollar, 95 cents goes to support local stations and the programs and services they offer; only five cents goes to administration of funding programs and overhead.<sup>8</sup>

This report also shows that, in the absence of the federal appropriation, a domino effect will result in the loss of those stations most “at risk” first, and then a cascading debilitating effect on remaining stations and the national programming services. At bottom, the loss of federal support for public broadcasting risks the collapse of the system itself.

Our key findings are:

- 1) Ending federal funding for public broadcasting would severely diminish, if not destroy, public broadcasting service in the United States. Noncommercial radio and television stations in many localities would struggle to survive without the national impact, high-quality content and accountability that federal funding has made possible for the last 45 years.
- 2) Fifty-four public television stations in 19 states are at high risk of no longer being able to sustain operations if federal funding were eliminated. Of the 54 stations, 31 serve predominantly rural areas, and 19 provide the only public television service available to viewers in their service area. If these 54 stations ceased broadcasting, more than 12 million Americans would lose access to the only public television program service currently available to them over the air.
- 3) Seventy-six public radio stations in 38 states are at high risk of no longer being able to sustain operations if federal funding were eliminated. Of the 76 stations, 47 serve rural

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<sup>7</sup> This finding has been replicated again and again in polls conducted by different research firms, including Harris Interactive (Trust QuickQuery, February 2012), Hart Research/American Viewpoint (PBS Voter Survey, February 2011), and GfK Roper (2010 and earlier years).

<sup>8</sup> Public Broadcasting Act, as amended. 47 U.S.C. §396 (k)(3)(A)(i)(I).

communities, 46 offer the only public radio service available to their listeners, and 10 provide the *only broadcast service*—radio *or* television, public *or* commercial—available over the air to their listeners. If these 76 stations at high risk ceased broadcasting, nearly 3.5 million Americans would lose access to the only public radio program service currently available to them over the air.

- 4) None of the five options for alternative sources of revenue offers a realistic opportunity to generate significant positive net revenue that could replace the current amount of federal funding that CPB receives through the appropriations process on behalf of public broadcasting.
- 5) There is no combination of alternative sources of funding that together could replace or significantly reduce the federal appropriation.
- 6) A shift from a noncommercial model to a commercial advertising model would have dramatically negative consequences for many of the communities that public broadcasters serve. In the absence of federal funding, there are small urban stations, small-market stations, rural stations and stations that serve diverse communities that will likely fail because they do not have the capacity to either shift to a commercial model or raise the revenue to replace the loss of CPB funding.
- 7) Public broadcasting is raising at least six times the federal appropriation and engaging in enhanced efforts to increase revenue in appropriate ways. Even if public broadcasting could raise additional revenue through charitable giving, corporate underwriting and other, smaller existing sources of potential revenue in the faltering economic recovery, the revenues raised would barely begin to cover the losses that public broadcasting has experienced due to the recession and other funding cutbacks, and could never replace the federal appropriation.
- 8) There is no clear plan for how the sale of spectrum could provide revenue for public broadcasting. In fact, if any revenues were derived from the sale of spectrum, they would flow on a one-time basis and only to television stations willing to give up their channels. Even if the proceeds could be aggregated into a common endowment fund for public broadcasting, they would not be sufficient to provide an ongoing source of funding for public television and radio stations that could replace the federal appropriation.
- 9) The sale of issue or political advertising would quickly erode the public's trust in the integrity of public broadcasting's content, even more quickly than would the sale of commercial advertising. Moreover, revenues that could be obtained from the sale of issue or political advertising would be volatile and unevenly distributed, since any particular station's attractiveness to prospective political or issue advertisers will depend on local political, public opinion, and advertising conditions that may change from one election cycle or legislative session to the next.

CPB embraces this opportunity to address the important issue of whether and how to fund public broadcasting in the United States. The issue goes directly to whether the United States should have a public broadcasting system.

For decades, this country's leaders and the public have answered this question in the affirmative. Over that time, the public broadcasting system, with both public and private investment, has pursued the goal of promoting and enhancing our democracy and civil society. Its viewers and listeners are first and foremost citizens of the United States, and they have come to rely on public broadcasting to be informed and engaged on matters of importance to our country and our society. Any debate about the value of public broadcasting is fundamentally a debate about the value of an informed and engaged citizenry and the role of an institution—public broadcasting—that is central to America's pursuit of this goal.

This report concludes that there is no substitute for federal support of public broadcasting, and that the loss of federal support would mean the end of public broadcasting, and with it the end of an extraordinarily useful national teaching tool, the loss of the most trusted source of news and public affairs programs in the nation, the erosion of our national memory and exceptional culture, the compromise of our civil defense and emergency alert system, and the demise of a federal investment that the American people consider a better use of tax dollars than any other except national defense.

These are the inevitable consequences of a loss of federal funding for public broadcasting, as this report will demonstrate in detail.

### **III. THE ROLE OF PUBLIC BROADCASTING IN THE UNITED STATES**

Public broadcasting was born with the FCC's decision in 1938 to set aside spectrum for noncommercial broadcasting. In the aftermath of the launch of the Sputnik satellite by the Soviet Union in 1957, President Eisenhower and Congress saw in "educational television" and similar media the power to expand and enrich essential instruction in science, technology, engineering and mathematics to allow the United States to better compete in the "space race" and the Cold War with the Soviet Union. Title VII of the National Defense Education Act of 1958 is devoted to this topic.

Congress itself launched the modern system of public television and radio with the Public Broadcasting Act of 1967, creating the Corporation for Public Broadcasting to serve as the steward of continuing federal appropriations for public television and radio.

Recognizing the sheer power of media in the lives of citizens, there was strong consensus that there should be at least one place in the media landscape where the ownership, production and distribution of content would be shielded from both political crossfire and the commercial marketplace. Public broadcasting would be free of government control and the pressure to turn a profit by the promotion of products and thus enabled to pursue the mission of informing and educating our citizens.

The Public Broadcasting Act expressed these goals: responsiveness to the people’s interests, diversity and excellence in noncommercial programming, and the provision of service to all citizens of the United States. Section 396(a)(5) of the Communications Act declares that “it furthers the general welfare to encourage public telecommunications services which will be responsive to the interests of people both in particular localities and throughout the United States, and will constitute an expression of diversity and excellence, and which will constitute a source of alternative telecommunications services for all the citizens of the Nation.” Section 396(a)(7) further states, “it is necessary and appropriate for the Federal Government to complement, assist and support a national policy that will most effectively make public telecommunications services available to all citizens of the United States.”

Forty-five years later, this uniquely American public-private partnership is keeping its promise to the American people by providing a safe place where children can learn on-air and online,<sup>9</sup> providing high-quality educational content for teachers in the classroom and learners at home, and providing reliable and trusted news and information beyond a sound bite.<sup>10</sup> This partnership is making a difference in the lives of individuals and communities.

Public broadcasting has directly, forcefully and effectively pursued its mission to inform and educate, promote civic discussion, innovate, take creative risks, and serve the underserved. Now even more, a robust public broadcasting system is necessary to maintaining an educated and informed citizenry and a civil society that enriches public life throughout the nation.

## **MISSION**

The mission of public broadcasting is to advance a well-educated, well-informed society capable of self-governing the world’s greatest democracy. Public broadcasting aspires to be media that matters—to provide content of consequence, to keep faith with the visions of political, educational, philanthropic and community leaders across the decades who have seen in public broadcasting the potential to strengthen our nation by promoting lifelong learning and an informed citizenry.

The need for public broadcasting today is greater than ever. The proliferation of channels and content speaks to quantity—not quality and not real diversity. Commercially sponsored video and audio services can do many things, including providing good entertainment, but they are not dedicated to providing trusted content that educates and informs. The clutter of media voices, many of which are unabashedly viewpoint-based or unfiltered by responsible journalist-curators, actually makes it harder for viewers and listeners to learn and understand what they need to

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<sup>9</sup> Harris Interactive Trust QuickQuery, February 2012.

<sup>10</sup> 13th Allstate–National Journal Heartland Monitor Poll, June 2012.

know to be critical and discerning citizens. This is why the public *trusts* public broadcasting above virtually all other institutions in our society.<sup>11</sup>

Commercial media are also oriented to serve the mass market, yet their business must focus on generating the largest possible audience in demographic categories that advertisers value most. These commercially desirable audiences do not include children (other than perhaps for the purpose of stimulating demand for certain food, clothing, toys and theme-park admissions), adults aged 50-plus, minority communities, and audiences in rural areas. The cost of producing high-quality children's, educational, cultural, documentary and similar programs has largely caused the successful commercial services to move away from such programming to the realm of low-cost reality television, and programming aimed at the lowest common denominator. Most programming services are only available to the subscribers of cable and satellite services, not to the entire country for free. Public broadcasting has been charged with the mission of addressing the educational and informational needs of these unserved and underserved communities, and only public broadcasting provides the media diversity that our country needs.

Each day, public broadcasting stations train teachers and help educate America's children in school and at home. They provide in-depth journalism that informs citizens about important issues in their neighborhoods, their country and around the globe. They make the arts accessible to all citizens regardless of where they live. They constitute a forum where ideas can be explored and discussed in a respectful and civil way.

Public broadcasting enjoys overwhelming public support—170 million Americans regularly rely on public broadcasting. At a time of increasing cynicism and distrust of public institutions, public media has earned and maintained the trust of the American people. Public opinion surveys routinely rank public television as the country's most trusted institution. Recent studies conducted by independent non-partisan research companies find that PBS is the most trusted institution in the United States—with a trust level twice that of the next most-highly-trusted American institution, the courts.<sup>12</sup> Nearly half of all registered voters trust PBS “a great deal”—more than trust commercial television or newspapers.<sup>13</sup> PBS was also found to be the most fair outlet for news and public affairs among such networks as ABC, CBS, NBC, CNN, MSNBC and Fox.<sup>14</sup>

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<sup>11</sup> Far from viewing public broadcasting as enjoying an unfair advantage in the media world, most commercial media appreciate the work of public broadcasting, as it relieves them of public service obligations that might otherwise be imposed on them by law or regulation, and it does not compete with them for advertising revenues.

<sup>12</sup> Harris Interactive Trust QuickQuery, February 2012.

<sup>13</sup> Hart Research Associates/American Viewpoint PBS National Voter Survey, February 2011.

<sup>14</sup> ORC International—Online Caravan, January 2012.

## THE ROLE OF CPB

CPB's mission is to facilitate the development of, and ensure universal access to, high-quality noncommercial programming and telecommunications services, and to strengthen and advance public broadcasting's service to the American people. CPB does not own or operate public broadcasting stations, or govern the national organizations. CPB is responsible for the taxpayer's investment in the public broadcasting service. Although CPB funds are distributed through a statutory formula, under which only five percent can be used for administrative expenses, CPB ensures that the federal funding is wisely invested in stations and programs that contribute to our country and serve our citizens. Over the past few years, CPB has instituted policies and procedures to make it even more accountable and transparent to the taxpayers who provide the funding. In this respect, CPB acts as a guardian of the mission and purposes for which public broadcasting was established.

For the last three years, CPB has strategically focused investments on the "Three Ds"—Digital, Diversity and Dialogue. This refers to support for innovation on digital platforms and extending public media's reach and service over multiple platforms; content that is for, by and about Americans of all backgrounds; and services that foster dialogue and a deeper engagement between the American people and the public service media organizations that serve them.

## EDUCATION

As mentioned above, most public television stations began as part of the "educational television" initiative inspired by President Eisenhower in 1957. President Eisenhower's vision for public television was a revolutionary means of enriching American students' learning experience—especially in science, technology, engineering and mathematics—to meet the challenges of the space race and the Cold War. In effect, President Eisenhower saw public television as an element of America's national defense—in the same way he saw the interstate highway system—and more than five decades later, it remains just so.

Public broadcasting's contribution in education is well documented and spans the spectrum from early childhood through adult learning. We are America's largest classroom, with content available to all children, including those who can't afford preschool. Built on the success of programs like *Sesame Street*, *Reading Rainbow* and *Mister Roger's Neighborhood*, PBS is the Number 1 source of media content for preschool teachers and a leading place parents turn to for preschool video online, with content proven to improve critical literacy skills in young children. Our content is repeatedly regarded as "most trusted" by parents, caregivers and teachers. Further, according to a recent Nielsen study, national weekday ratings for PBS children's programming by mothers of children aged three and under increased 45 percent since 2009.<sup>15</sup>

In addition, the PBS Kids family of Websites (PBS Kids & PBS Kids GO!) averages 14 million unique visitors per month<sup>16</sup> and reaches children in both home and other out-of-school settings.

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<sup>15</sup> Nielsen Television Index (NTI) NPower Live+7 AA Time Period Ratings M-F 7A-6P, February data for each year, 2009-2012.

<sup>16</sup> Google Analytics, February 2012.

These services create a seamless connection between early learning and elementary education. A recent evaluation of PBS Kids GO! (a website and video player offering a diverse and engaging Web destination for children aged 6-10) showed that GO! could increase children's interest in learning inside and outside the classroom, and encourage classroom participation, positive classroom behavior and homework completion. Parents also agreed that public media was the innovator in children's educational media—more innovative than either cable or commercial network television.<sup>17</sup>

The FCC's recent report *The Information Needs of Communities* states that when cable television matured there was some question whether new commercial children's channels would obviate the need for public television's children's programming. The report asserts that few would make that argument now, as "it has become evident that commercial outlets tend to excel at entertainment programming, while public broadcasting emphasizes educational content, content geared toward younger children, and content designed specifically to improve cognitive functioning and school performance."<sup>18</sup>

In addition to creating content for broadcast, Web and mobile platforms, local stations work with community partners to extend the learning by providing additional resources to Head Start centers, daycare facilities, faith-based organizations and others. No other media organization has both national reach coupled with on-the-ground deployment of resources specifically charged with serving underserved and low-income communities. Exploring other models of content development and service to communities, especially through commercial means, would drastically change public broadcasting's ability to first serve the educational needs of children. Major networks usually provide upfront costs to cover the production of new content with the expectation that cost (plus profit) would be recouped through ancillary product sales. This model requires content creators to assume a "product first" rather than an "education first" approach in designing children's programs. The public media model—service to kids, parents and caregivers first—means content is built with educational goals at the forefront. These are incorporated through engaging characters and storylines that inspire and instill learning outcomes.

CPB's work with the Department of Education's Ready To Learn program is an excellent example of how public media brings together high-quality educational content with on-the-ground work in local communities. We also invest in research that demonstrates and promotes the effectiveness of this content in formal and informal educational settings. One example is the series *Super Why!*, a preschool literacy program for children aged 3 to 5. In one study, children who interacted with *Super Why!* content scored 46 percent higher on standardized early literacy tests.<sup>19</sup>

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<sup>17</sup> Evaluation of PBS KIDS GO! (Submitted to the Public Broadcasting Service July 2011 by WestEd: Betsy McCarthy, Ph.D.; Michelle Tiu; Sara Atienza; Weiling Li, Ph.D.; Jonathan Nakamoto, Ph.D.).

<sup>18</sup> Steven Waldman and the FCC Working Group on Information Needs of Communities, *The Information Needs of Communities, The Changing Media Landscape in a Broadband Age* (June, 2011) at 156.

<sup>19</sup> Deborah L. Linebarger, Deborah K. Wainwright and Katie McMenamin, Annenberg School for Communication at the University of Pennsylvania, "Summative Evaluation of SUPER WHY!" 2008.

Throughout the United States, public television stations have worked with local summer learning programs to facilitate literacy through the *Super Why!* Summer Reading Camps, by using a curriculum that provides critical literacy support to at-risk rising kindergarten students. Another series for early elementary students, *Martha Speaks*, pairs 4th-grade students with kindergartners to create the eight-week Martha Speaks Reading Buddies program. Over the last five years, this program has taken place in elementary school classrooms, helping younger students build vocabulary and comprehension while building older students' leadership and literacy skills. Studies have found that the program has a positive impact on fluency, vocabulary development, comprehension and written expression as well as children's enthusiasm for reading.<sup>20</sup>

In partnership with local schools, public broadcasters provide a wide array of resources and services to thousands of schools across the country. PBS Learning Media is an example of multi-media content that is leveraged for K-12 formal education purposes by building "just in time" resources for teachers to use to supplement their instruction. Currently reaching 500,000 teachers and with over 50,000 registered users, Learning Media includes nearly 20,000 interactive, curriculum-aligned digital learning resources that have been created from the best of public television's top-quality content such as *Nova*, and in conjunction with partners such as the Library of Congress, the National Archives, NASA, the National Science Foundation and other federal agencies. Local public television stations in 42 states are working to bring these resources to more classrooms across the country. PBS Learning Media also includes over 2,000 science, technology, engineering and mathematics (STEM) resources, funded by CPB through digital learning resources grants to local public television stations. A study involving more than 3,500 middle school students in eight states showed that students who received instruction using one of these STEM resources outperformed their peers in a matched comparison group in each tested area.<sup>21</sup>

"American Graduate: Let's Make It Happen" is a public media initiative supported by CPB to help students stay on the path to graduation and future success. Public broadcasting has a long history of improving educational outcomes for high-need students and communities. CPB is supporting public broadcasting stations in 30 states, plus the District of Columbia and Puerto Rico, that are working with more than 600 national and community-based partners to raise awareness of the high-school dropout crisis by creating targeted national PBS and NPR content as well as local productions, delivered on multiple platforms, on all facets of the issue. In addition, it is working to engage and empower teachers and at-risk students through community collaborations and classroom resources. Leveraging the trust and convening power of local stations, CPB has partnered with the Bill & Melinda Gates Foundation to host and broadcast teacher town halls to provide teachers with a voice about the challenges their students face in the classroom and in the community, as well as to offer solutions to the crisis.

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<sup>20</sup> Rebecca Silverman, University of Maryland, "WGBH Martha Speaks Outreach Evaluation" 2009.

<sup>21</sup> STEM Digital Media Resources: Final Evaluation Report (Submitted to the Corporation for Public Broadcasting May 2012 by James Marshall Consulting).

In addition to providing over 700 curriculum resources online for teachers and parents on AmericanGraduate.org, stations are responding to the needs in their communities to help address the dropout crisis. In Hampton Roads, Virginia, and Las Vegas, Nevada, public broadcasting stations have developed virtual learning academies with high-quality, standards-based courses for high school completion. The Virtual High School operated by Vegas PBS had 8,900 public enrollments in 2010-2011, with a 75-percent passing rate—higher than the district average—with 100 percent highly qualified teachers and a 40-percent increase in enrollment over the previous year.

Public broadcasting’s educational content, deployed with the latest in learning technology, can continue to be the “tip of the spear” in educational reform to help improve the academic achievement of millions of American students.

## **LOCAL SERVICE AND ENGAGEMENT**

Today, public broadcasting serves virtually the entire country. Public television stations and public radio stations, supplemented with television and radio translator stations, reach nearly 281 million people with an over-the-air signal—approximately 98 percent of the population.<sup>22</sup> More than 123 million people watch public television in a typical month,<sup>23</sup> and nearly 65 million listen to a public radio station.<sup>24</sup> Each month, more than 36 million people visit a public broadcasting Website.<sup>25</sup>

By design the American public broadcasting system is locally owned, locally controlled and locally supported, making it unique among media in the United States, and perhaps the world. Other media tend to be centralized, top-down enterprises. Public television and radio stations are licensed to community-based nonprofit entities, state and local government agencies, and both public and private educational institutions. The stations and their licensees are important institutions in their communities.

Because of their local ties, their commitment to a mission of service and their direct financial dependence on the public and other community institutions for support, stations have a high level of engagement with their communities.

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<sup>22</sup> There are 364 public television stations and 1,017 public radio stations in the United States. For administrative purposes, CPB groups co-licensed stations into 171 public television grantees and 406 public radio grantees.

<sup>23</sup> Nielsen Television Index (NTI) NPower Live+7 6A-6A October 2011 (persons aged 2+).

<sup>24</sup> Arbitron Spring 2010 National Regional Database, CPB Station Composite, Persons 12+, M-Su 6a-12m, US Total, compiled by Radio Research Consortium.

<sup>25</sup> Omniture SiteCatalyst, February 2012; Google Analytics, February 2012; Nielsen @plan, Release 3 2010, persons 18+.

Public television and radio stations are at the center of literally hundreds of community endeavors and partnerships addressing all manner of local issues of importance, ranging, for example, from gangs to obesity, high school dropout rates to job training.

One of the most important services that public television and radio stations provide to their communities is to alert citizens to emergencies and guide them to safety. All public television and radio stations participate in the Emergency Alert System (EAS), broadcasting thousands of alerts and warnings regarding weather threats, child abductions, and many other types of emergencies. Further, every public television station is actively involved in the Warning, Alert and Response Network Act (WARN) program, which uses public television signals as a core part of the Commercial Mobile Alerting System (CMAS) for the Department of Homeland Security and the Federal Emergency Management Agency (FEMA).<sup>26</sup> CMAS is a nationally coordinated method of sending geographically targeted text-like Wireless Emergency Alerts (WEA) to the public.<sup>27</sup> Although the primary distribution of these messages will be over the Internet, public television stations, by virtue of their community-based mission, widespread geographical coverage, and satellite delivery system, are considered to be an ideal platform to support a backup method of transmitting these messages.<sup>28</sup> Finally, CPB and PBS are funding the Mobile EAS pilot project, which aims to foster more collaboration between public and commercial broadcasters and their local alert and safety organizations. Three public broadcasting stations participated in the pilot—WGBH/Boston television and radio, Vegas PBS and Alabama Public Television—creating and distributing emergency alerts using video, text and other media.

## **SERVING THE UNDERSERVED**

Public broadcasting provides virtually all Americans with free, over-the-air access to its programming and services. More than 98 percent of the U.S. population can access public broadcasting's over-the-air signals. This has become increasingly important to Americans who, in difficult economic times, find the expense of cable or satellite service a luxury they cannot afford. Moreover, in some rural areas of the country, public television and radio stations are the only broadcast signals available.

One of public broadcasting's greatest priorities is to meet the information needs of an increasingly diverse nation—in the words of the Public Broadcasting Act, to address “the needs of unserved and underserved audiences, particularly children and minorities.”<sup>29</sup> Public

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<sup>26</sup> The Warning, Alert, and Response Network Act (2006) established the Commercial Mobile Alert System (CMAS), a partnership between FEMA, the FCC and wireless carriers for the purpose of enhancing public safety.

<sup>27</sup> WEAs will relay Presidential, AMBER and Imminent Threat alerts to mobile phones using cell broadcast technology that will not get backlogged during times of emergency when wireless voice and data services are highly congested.

<sup>28</sup> In 2008, the FCC passed a rule [FCC 08-164] requiring public television stations to “provide a hardened diverse path for the delivery of CMAC messages from FEMA to Cellular Carriers.” In 2010, PBS received a grant from the Department of Commerce to ensure that all eligible public television stations meet this FCC mandate to transmit these essential emergency alerts.

<sup>29</sup> 47 U.S.C. §396 (a)(6).

broadcasting accomplishes this by maintaining universal access—by providing service in areas that are not well served by other media and by investing in content and enhancing connections among diverse producers and stations and the leading national program distributors.

CPB pays particular attention to public broadcasting’s mission to serve underserved and unserved audiences—rural populations, minorities and young children—that commercial media does not often reach. The focus on diversity is deeply embedded in public broadcasting’s culture and increased service to diverse audiences is a consideration in virtually every investment CPB makes. In 2009, CPB created a Diversity and Innovation fund to support the creation of content of interest and service to diverse communities. The fund supports documentaries such as the award-winning *Freedom Riders* and *Slavery By Another Name*, expanded news and public affairs programming for diverse communities, translation services for news and election programming, a new radio service in Los Angeles and the fulltime multicast World channel, designed to attract a diverse audience.

CPB also supports diversity in programming by funding the Independent Television Service, minority program consortia in television—representing African American, Latino, Asian American, Native American, and Pacific Islander producers—and numerous radio stations around the country serving diverse audiences. In addition, CPB has funded Koahnic Broadcasting's Native Voice One and Native Public Media, which serve some of the nation’s poorest and most isolated communities, including stations broadcasting on Hopi reservations and on the North Slope of Alaska. Audience research shows how much *all* segments of the public value public broadcasting programming, not just upper-income Americans.<sup>30</sup>

## **NEWS AND PUBLIC AFFAIRS**

For decades, political leaders of both parties have determined that the value of public broadcasting to our nation and our society is worth the investment of public money. But knowing that public money carries with it a risk of governmental interference in programming, successive Congresses have carefully structured that investment—in the form of advance appropriations that are distributed through the “heat shield” of the private, nonprofit CPB pursuant to broad funding formulas specified in the law—to prevent government support from turning into government interference. Governmental support does not cause public broadcasting to become a governmental enterprise. It is most decidedly a private one that values both its public support and its freedom from content interference by the government.

In-depth journalism is required to support democratic institutions, and public broadcasting is a reliable source of in-depth and documentary reporting. Americans rely on public broadcasting’s information and perspectives as they make decisions in their public and personal lives, and the public consistently says public television and radio are their most trusted sources among many media choices.<sup>31</sup> Trust is the most important asset for public broadcasting in the evolving media future.

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<sup>30</sup> Nielsen Television Index (NTI) NPower Total Day 2010-2011 Full Season.

<sup>31</sup> 13th Allstate–National Journal Heartland Monitor Poll, June 2012.

At a time when many commercial media—both broadcast and print—are cutting back on their journalistic efforts, and the Internet is increasingly oriented toward niche audiences, public broadcasting continues to make substantial investments in, and deliver, in-depth news and public affairs coverage and investigative reporting.

With CPB’s assistance, NPR is adding international bureaus where American military forces are engaged so that we do not rely solely on “foreign” news sources to inform Americans of places where our troops are engaged or our economic future is at stake. With 17 foreign bureaus (more than any other broadcast news organization in the United States), 17 national bureaus, and more than 800 NPR member stations also contributing to the news stream, NPR brings global, national, and local perspective to the most important issues of our time. NPR Worldwide, which also serves the American Forces Network, reaches listeners seeking American perspectives in more than 170 countries.

Through *PBS NewsHour*, *Frontline*, *Charlie Rose*, *Ideas in Action with Jim Glassman*, NPR’s *Morning Edition*, *All Things Considered*, *Marketplace* and other local radio and television programs, millions of Americans rely on their local public broadcasting station to bring them news and information about our nation and the world.<sup>32</sup> Public radio stations alone reach more Americans every day than the top 78 newspapers combined. NPR’s *Morning Edition* alone reaches more than the three morning network television shows combined.<sup>33</sup>

Local news and public affairs programming complements and often informs national programming. Public broadcasting stations in every corner of the country are some of the last locally owned and locally operated media institutions in the nation, producing trusted public affairs programming such as Iowa Public Television’s *Market to Market* and KPBS’s *Envision San Diego*. Local public broadcasting stations are also expanding their coverage of state capitols and city halls, including gavel-to-gavel legislative coverage and comprehensive coverage of issues of concern regarding our schools, our job prospects, our transportation systems and our returning veterans.<sup>34</sup>

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<sup>32</sup> According to Nielsen, 4.6 million viewers watched the *PBS NewsHour* at least once per week during October 2011 (monthly cume/unique viewers = 12.8 million). According to Google Analytics, the *PBS NewsHour* Website on pbs.org attracts an average of 1 million monthly unique visitors. *PBS NewsHour* video content is viewed 440,000 times each month.

<sup>33</sup> NPR, Public Radio Facts & financial Profile, 2012. NPR’s audience is larger than the total combined circulation of the top 56 newspapers in the U.S., including *USA Today*, *The Wall Street Journal*, and *The New York Times*.

<sup>34</sup> On average, 28 percent of public radio stations programming is locally produced by station staff, 30 percent is produced by NPR, and 42 percent comes from other public radio station producers and national distributors. NPR serves and collaborates with member stations in newsgathering, program development, fundraising, radio distribution, new platform initiatives and development of traditional and new revenue streams. Member stations contribute reporting to NPR news programs, making it possible for NPR to be on the scene, no matter where news happens. NPR stations bring local flavor, relevance, and regional perspective to national programs. While a regular part of NPR’s national programs, station reports are particularly important around milestone news events such as natural disasters, the impact of war on local communities and national elections.

In just the last five years, public broadcasting stations won five Alfred I. duPont–Columbia University awards and six George Foster Peabody Awards for their local programs.

During the same period, PBS won 48 Emmy Awards for news and documentaries, far outpacing other networks in both nominations and awards. PBS also won 24 George Foster Peabody awards—more than any other media organization—and 12 Alfred I. duPont-Columbia University awards.

NPR is also a cornerstone of high-quality enterprise journalism. Since 1971, it has won 31 duPont-Columbia awards, 58 Peabody awards, 70 White House News Photographers Association awards, and 20 awards from the Overseas Press Club of America.

For their online content and services, public media organizations—television and radio—have won 24 Webby awards in the last five years. Individual stations win many of these same prestigious national awards, as well as awards from state broadcasting associations, news directors associations and journalism societies.

Because trust and integrity are essential to public media, the public broadcasting community maintains and periodically refreshes an editorial code and guidelines<sup>35</sup> that stations use in ways that reflect shared values and address their unique circumstances. Some of the activities covered in this code include: journalism, transparency in content and fundraising, program selection, management and partnerships. While offered as a model for all public service media, the principal focus of the code is the public television and radio stations that benefit from federal support through CPB.

In an era of growing media consolidation, and with an increasing focus on sensational news, it is important that the country invest in media whose impetus is the production and distribution of high-quality educational and investigative journalism. Public broadcasting not only has a proven track record of providing award-winning and high-quality journalism, its civility is a welcome alternative to the boisterous, opinion-focused cable news and talk radio programs.

## **HISTORY, SCIENCE AND CULTURAL CONTENT**

Public broadcasting offers civic engagement and lifelong learning to every American, regardless of age. High-quality programs, such as *Nature*, *Nova*, *American Experience*, *American Masters*, *This American Life*, *Radiolab*, *StoryCorps* and the films of Ken Burns, are just a few examples of content that serves and is accessible by virtually all Americans for free. No other media institution has the mission and the reach, and no other media institution provides the full breadth of informational programming that public broadcasting does.

Public television stations offer significant cultural programming as well, such as *Masterpiece*, the longest-running primetime drama program in American television; *Great Performances*, the only continuing primetime performance showcase on American television; and contemporary

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<sup>35</sup> [http://pmintegrity.org/pm\\_docs/CodeofEditorialIntegrityforLocalPublicMedia-Apr2012update.pdf](http://pmintegrity.org/pm_docs/CodeofEditorialIntegrityforLocalPublicMedia-Apr2012update.pdf) (PDF).

programming like *Austin City Limits*.

Public radio stations offer listeners a selection of music and cultural programming that for the most part is simply no longer available anywhere else. In fact, without public broadcasting stations, genres such as classical music and jazz would face extinction.<sup>36</sup> Stations that support classical music and jazz are essentially providing free exposure and education to millions of Americans in the art, culture and understanding of music.

#### **IV. THE ORGANIZATIONAL STRUCTURE OF PUBLIC BROADCASTING**

The public broadcasting system comprises a diverse collection of independent stations, state and regional networks of stations, and producers and distributors of programming. Public broadcasting stations are licensed to and operated by nonprofit corporations, public and private universities, and state and local government agencies. Some licensees have a single radio and/or television license in their communities, while others operate statewide or regional networks of stations. Many stations produce their own programming for local broadcast, but they also in many cases produce programming for distribution to other stations, either directly or through other channels of distribution. A few stations, typically in the largest markets, produce significant amounts of programming specifically for distribution to other stations through nonprofit distributors such as PBS, NPR, Public Radio International (PRI) and American Public Media (APM).<sup>37</sup>

#### **SYSTEM FUNDING**

Funding for public broadcasting comes from voluntary contributions by viewers and listeners, support from businesses that underwrite programming and station operations, grants from private foundations, support from both public and private educational institutions, and funding from local, state and federal governments.

By design, the public broadcasting system must balance the need to generate revenue from corporate underwriting and the need to maintain a noncommercial service. This model has allowed public broadcasters to build a high level of trust with the American people—generating individual gifts from their audiences and attracting underwriting support from foundations and corporations.

Funding for public broadcasting flows primarily to the local stations. This element of local control and decision-making shapes an incredibly effective federal investment that is directed back toward local communities. As the local stations make independent decisions about how to re-aggregate funds for production of national programming, they support producers through distributor-affiliation fees and program-carriage fees, which in turn reinforces the local control of decision-making inherent in the public broadcasting system.

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<sup>36</sup> Ninety percent of all classical radio stations are public radio stations. The number of public radio classical stations has almost tripled in the past 20 years as commercial radio has abandoned the format.

<sup>37</sup> NPR, PRI and APM also produce their own programming for distribution to stations.

For public television and radio stations system-wide, the share of funding derived from the federal appropriation to CPB is approximately 15 percent, with larger percentages to smaller and rural stations, and smaller percentages to larger stations.

According to information reported to CPB by public television licensees during fiscal year 2010 (the latest information available),<sup>38</sup> individual contributions accounted for 22 percent of system revenue, the largest single source of revenue. The share of revenue for public television from CPB was 18 percent. System-wide, public television revenue sources were as follows:

<b>Source of Funding</b>	<b>Percentage of TV System Revenues</b>
Contributions by individuals	22%
CPB (federal appropriation)	18%
State government support	14%
Underwriting by businesses	13%
University support	8%
Foundation support	7%
Other federal grants and contracts	5%
Local government support	4%
All other sources	9%

The revenue received from these various funding sources differs significantly from licensee to licensee. Smaller licensees (those with less operating revenue) and licensees that provide service in small television markets tend to receive a greater percentage of their revenue from federal sources than large licensees and those operating in large television markets.

According to an earlier study by the GAO,<sup>39</sup> for public television stations with annual budgets less than \$3 million, the federal share of their revenue is approximately 33 percent, while for the largest public television stations the federal share is approximately 10 percent.

Public radio revenue sources are similar to those for public television, with individual contributions again being the largest source of revenue. The share of revenue for public radio from CPB in FY 2010 was 11 percent. System-wide, public radio revenue sources were as follows:

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<sup>38</sup> Each public television and radio station that receives a Community Service Grant from CPB must file an Annual Financial Report (AFR) or Annual Financial Summary Report (FSR) reporting its revenues and expenditures, and a Stations Activities Benchmarking Survey (SABS) on non-financial activities.

<sup>39</sup> GAO Report at 29.

<b>Source of Funding</b>	<b>Percent of Radio System Revenues</b>
Contributions by individuals	34%
Underwriting by businesses	19%
University support	13%
CPB (federal appropriation)	11%
Foundation support	8%
State government support	3%
Local government support	1%
Other federal grants and contracts	1%
All other sources	10%

Again, the relative sources of funds differ significantly from licensee to licensee. Smaller licensees and licensees that provide service in small markets receive a greater percentage of their revenue from federal sources than large licensees and those operating in large markets.

As reported by the GAO and discussed below, substantial growth of traditional sources of nonfederal support for public broadcasting sufficient to offset a deep reduction in or elimination of the federal appropriation is unlikely.<sup>40</sup> This is confirmed by more recent AFR or FSR information reported to CPB, which shows a decline in both private funding and in overall nonfederal funding (combined private funding and state and local government funding, including public university funding) during 2008, 2009 and 2010, as compared to levels in 2007.

Contributions from viewers and listeners through individual giving and major/planned giving programs represent the largest existing source of revenue for public broadcasting, comprising as much as 22 percent (for television) to 34 percent (for radio) of current system revenues.

However, charitable giving for public television declined by 13 percent between 2005 and 2010, wiping out a decade's worth of revenue growth. The decline in charitable giving to public television has been attributed to a number of factors, including an increasing number of jobless Americans who can no longer give as a result of a failing economy and increased competition for gifts from a growing number of nonprofit entities.

Charitable contributions to public radio stations, on the other hand, increased steadily between 2000 and 2010. This increase is attributed to a growth in the number of stations, with corresponding growth in audience, an increase in the number of donors, and concerted efforts to increase the average contribution per member.<sup>41</sup>

Underwriting by businesses is also a major current source of revenues for public broadcasting, constituting 13 percent of public television revenues and 19 percent of public radio revenues.

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<sup>40</sup> GAO Report at 6.

<sup>41</sup> CPB, *Public Broadcasting Revenue*, Fiscal Years 2000-2010.

Unfortunately, public broadcasting revenue from corporate underwriting declined sharply during the recession as corporations cut back on their spending for marketing and promotion.

Another traditional source of public broadcasting funding has been foundation grants. CPB found no evidence that foundations would contribute *additional* revenue sufficient to offset the loss of federal funding. While many television licensees receive foundation support, the amount varies significantly between licensees. Producing stations in large cities are able more easily to attract foundation support than stations in smaller cities and rural areas. Typically, foundations do not provide support for general station operations, but instead fund special projects or capital expenditures. Moreover, foundation support appears to be increasingly difficult to obtain because of greater competition from other nonprofit organizations for the funds, and because foundations often seek out projects that have a direct and measurable impact on a specific issue or demographic, which is difficult to apply to public television and radio programming. In 2009-2010, foundation giving to both public television and radio declined (together, by 6.1 percent).<sup>42</sup>

Revenue from state and local governments, universities, and from the provision of services to state and local agencies and educational institutions has declined significantly. CPB believes it is unlikely that in the future such revenues will rise even to their former levels, much less offer the prospect of providing any material amount of additional revenue to offset the loss of, or any significant reduction in, federal funding.

More than 95 percent of public television and 77 percent of public radio stations receive support directly from state and local governments. However, in the last few years, budget battles at the state level have eroded these funding sources for public broadcasters around the country.<sup>43</sup> In some states, this has meant, at least for now, an end to decades of support for public broadcasting, a move that seriously restricts stations' ability to produce local content, threatens small and rural stations with closure and even risks the loss of regional public broadcasting coverage.<sup>44</sup>

Large cuts in government funding have also put pressure on public university budgets. Nineteen state governments reduced state appropriations for higher education by more than 10 percent during the 2011-2012 academic year. Given that public universities rely on state governments for more than 28 percent of their budgets, this represents a significant hardship.<sup>45</sup> Universities, which are also experiencing difficulty in attracting private revenue from foundation grants and tuition payments, have reacted with cost-saving measures (including hiring freezes and deferrals on capital projects) that are impairing public broadcasting station operations as a result.

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<sup>42</sup> CPB, *Public Broadcasting Revenue Fiscal Year 2010*.

<sup>43</sup> In the last four years, several governors and state legislatures have dramatically reduced state funding for local stations. In 2008, for example, more than \$85 million was cut from public broadcasting support. The accumulated loss of state funding over the five-year period from 2008 through 2012 was approximately \$202 million.

<sup>44</sup> Hamilton Place Strategies, *The Impact of Budget Cuts on Public Broadcasting* (April 2011) ("Hamilton Place") at 10.

<sup>45</sup> *Chronicle of Higher Education*. "State Support for Colleges Falls 7.6% in 2012 Fiscal Year" (January 23, 2012).

Local governments, a smaller source of revenue for public broadcasting stations, are also strained as their traditional sources of revenue (property taxes, state and federal government, sales taxes) are depressed and costs associated with education, pensions and infrastructure investments continue to climb.

CPB expects that funding declines from state and local governments are likely to worsen before any significant recovery takes place. Further, given the financial challenges that public universities are facing, university licensees cannot expect significant additional funding from their universities until the pace of the economic recovery improves.

Public broadcasters have long been exploring every opportunity to bring resources into public broadcasting without compromising the integrity of the content and the service itself. Merchandising, gift shops, CD and DVD sales and other ancillary activities of public broadcasting stations reflect the need of stations to generate funds to survive and meet their mission in a time of decreasing support from nonfederal sources. These ancillary activities generate (and have the potential to generate) only minimal amounts of money, far less than would be necessary to replace the federal appropriation.

Some additional funding from charitable giving conceivably might occur, to some extent, in the years to come, particularly with an improving economic climate. However, the charitable giving landscape currently presents significant challenges for public broadcasting and, in particular, public television. Foremost among these challenges is an apparent shift in U.S. charitable giving away from organizations focusing on arts and culture, and an increase in the total number of nonprofit organizations competing for charitable dollars.

For stations to succeed in implementing efforts to increase charitable funding considerable resources will need to be dedicated: time of station managers, staff and governing board members, creation of shared fundraising resources, and the development of a large-scale national campaign to complement local efforts. Some public television stations—particularly those in small markets, rural markets, and those stations serving diverse audiences—may not be able to make the investments required to seek additional charitable revenue. And even if the system's larger and stronger stations are successful in raising some additional funds, that will ultimately only offset losses in fundraising they have experienced over the last several years.

Corporate spending on marketing will likely grow as the economy recovers. If stations were able to implement significant efforts to grow revenues from corporate underwriting, with a recovering economy some modest improvement in this revenue stream can be expected. However, given the magnitude of the losses in corporate underwriting during the recession, these additional funds will again only begin to return this revenue stream to its pre-recession levels.<sup>46</sup>

For nine consecutive years, since the question was first asked, Americans have ranked PBS second as the best value for the American tax dollar. Eighty-two percent said they consider the

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<sup>46</sup> Mindful of their public service mission, public television and radio stations strive to strike a balance between generating revenues from corporate underwriting and maintaining a noncommercial broadcast service.

federal investment in public broadcasting to be money "well spent." Nearly 70 percent across the political spectrum support continued federal funding, including nearly half of self-identified Tea Party members/supporters.<sup>47</sup>

Yet the federal investment in public broadcasting has been reduced by over \$50 million—about 13 percent of our overall federal funding—over the last two fiscal years, in response to the budget and deficit challenges facing our country.<sup>48</sup>

At the same time, changes in audience expectations and technology, and the country's recent economic crisis, have placed severe financial constraints on all parties in the system resulting in reductions in services, staffing, and local and national programming nearly across-the-board.

The federal investment in public broadcasting is extraordinarily cost-effective. For all the work it does—such as support the works of Ken Burns, *Sesame Street*, *Great Performances*, *American Experience*, *A Capitol Fourth*, *Nova*, *Nature*, *Masterpiece*'s dramatic series, the *PBS NewsHour*, and so much more—to say nothing of the news coverage and cultural contributions of NPR, the cost to the federal taxpayer amounts to approximately \$1.35 per citizen per year.<sup>49</sup>

## V. THE EFFECT OF A LOSS OF FEDERAL FUNDING ON THE PUBLIC BROADCASTING SYSTEM

CPB's funding is an integral part of the public broadcasting economy. If federal funding of public broadcasting through CPB is significantly reduced or ended, the lost revenue will not be replaced by other sources, and the impact on public broadcasting will be severe.

As discussed above, the economic engine that drives public broadcasting starts with the funds that CPB distributes to stations. Seventy-one percent of CPB's appropriation—\$300 million—goes directly to qualified radio and television stations. Stations use these funds to produce and acquire programming, paying distributors such as PBS, American Public Television, NPR, APM, PRI and others, who in turn invest in content creation. Stations broadcast content and provide services to their community, which then help provide financial support for the stations' operations.

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<sup>47</sup> Hart Research/American Viewpoint PBS National Voter Survey, February 2011.

<sup>48</sup> National Telecommunications and Information Administration's Public Telecommunications Facilities Program and the CPB Digital Appropriation.

<sup>49</sup> This puts the United States in stark contrast to other developed countries, which spend significantly more per capita on public broadcasting. (In many countries, public broadcasting funding is derived from a government-mandated television license fee.) As noted in the 2011 report of the FCC's Working Group on Information Needs of Communities, the comparable figure for Canada is \$22.48, for Japan is \$58.86, for the United Kingdom is \$80.36, and for Denmark is \$101. See Steven Waldman and the FCC Working Group on Information Needs of Communities, *The Information Needs of Communities, The Changing Media Landscape in a Broadband Age*, (June, 2011) at 198.

In 2007, the GAO reported that federal funding is important to public broadcasting stations because it can be used to support general station operations, it is efficient (the out-of-pocket cost to secure federal funding is minimal as compared to the cost of raising funds from other sources) and, because of the matching mechanism in the CPB grant formula, it is a vehicle to leverage other funding.<sup>50</sup>

In 2011, CPB engaged Hamilton Place Strategies (HPS)<sup>51</sup> to examine the implications of the elimination of federal funding, through CPB, on the public broadcasting system and the audience it serves.

The public broadcasting system is more than a collection of television and radio stations transmitting from big cities on the east and west coasts. The interdependence of today's public broadcasting system is such that while eliminating federal funding would be a blow to public radio and television stations in Boston, New York, Los Angeles and San Francisco, it would create a spiral of diminishing service and reach in every community with particularly devastating consequences to dozens of smaller stations in states such as Maine, Iowa, Colorado, New Mexico, Montana, Idaho and Alaska. It is in those communities that the public television and radio stations provide critical and sometimes the *only* available communications services in sparsely populated areas, and where they rely on federal funding more heavily to produce their local programming.

According to Hamilton Place Strategies, the closure of significant numbers of public television and radio stations, and substantial cutbacks in services at many remaining stations, would only be the first wave of negative impacts on the public broadcasting system as a result of the loss of federal funding without replacement by other sources of funding. The downstream consequences of the loss of federal funding would be even worse.

As small stations fail or cut services and larger stations seek to reduce costs, there would be a significant negative impact on producers of programming. Funds flowing to such programming sources as WGBH, NPR, WNET, American Public Media and Florentine Films (Ken Burns) would be reduced.<sup>52</sup> These producers would be forced to cut already lean production budgets, limiting their ability to produce high quality programming, or would be forced to raise prices for the broadcast stations still in operation in the system. These outcomes are likely to happen in some combination, with negative consequences for the quantity and quality of public

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<sup>50</sup> GAO Report at 5.

<sup>51</sup> Hamilton Place at 8.

<sup>52</sup> At the current appropriation level (\$445 million), \$29 million flows through CPB for national programming for public radio and \$73.5 million flows to producers of nationally-distributed public television programs. In public radio, more than \$22 million is disbursed to stations, which then buy programs from national program distributors, but in public television, the \$73.5 million goes to producers without passing to the stations first.

broadcasting content. That, in turn would impact the remaining stations, further undermining their ability to attract viewers, listeners and support.<sup>53</sup>

Small-market stations, rural stations, and those who serve diverse audiences will not be able to rely on the fundraising drives that sustain public broadcasting stations in more populous parts of the nation. In a world where Congress no longer provides funding for public broadcasting stations, the public television and radio stations (and the related national organizations) would ultimately not be able to raise the funds necessary to replace the federal appropriation.

According to Development Exchange, Inc., a leading advisor to public broadcasting station management on membership and underwriting development, to replace a dollar of federal funding, public broadcasters would have to raise, on average, \$1.27, taking into account the higher costs of raising funds from other sources. This figure, however, does not take into account the impact on public broadcasters' fundraising efforts of losing the imprimatur that the support of the U.S. Congress lends to public broadcasting.

Ultimately, the system itself would be at serious risk of collapse. Even if it would survive, the public broadcasting system in the United States would suffer with reduced numbers of stations resulting in gaps in service, and the remaining stations would be impoverished. This would dangerously impair public broadcasting's ability to help create and maintain the educated and informed citizenry that is required for a healthy democracy and civil society.

In connection with this report and in light of changed economic circumstances, CPB asked Booz & Company to review, validate and update the Hamilton Place Strategies findings. The analysis by Hamilton Place Strategies and Booz & Company uses the concept of "risk" to characterize a station's financial viability. A "high-risk" station is not likely to have, absent federal funding, sufficient funds to continue operations.<sup>54</sup> The results of Booz's analysis are sobering.

In the event of the loss of federal funding, by 2015, approximately 76 public radio stations and 54 public television stations would be at high risk of simply closing, depriving their communities of public broadcasting service.<sup>55</sup> These "high risk" stations would disproportionately be those

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<sup>53</sup> CPB funding, for example, accounts for approximately one-third of the annual budget for Wyoming's statewide public television network. CPB funding makes up about a quarter of the budget for WERU-FM, which serves approximately 30,000 people near East Oreland, Maine, with a mix of national and local programming. Without the federal appropriation, the station would have to lay off several employees. Some smaller stations, such as KUYI-FM in Keams Canyon, Arizona, known as "Hopi Radio," would go off the air entirely without CPB support. *Congressional Quarterly Weekly*, "Cutting NPR Would Hit GOP Heartland Hardest," March 19, 2011.

<sup>54</sup> In 2012, high-risk television stations are those that have total revenue less than \$2.4 million per year. For radio, high-risk stations are those that have total revenue below \$350,000 per year. Though it will vary by station and the communities they serve, we found these to be the lowest levels of funding where stations are consistently viable. The outcomes below this threshold differ for television and radio. For television stations, closure is comparatively more likely, while for radio they can exist at much lower funding levels, albeit in an unrecognizable form (e.g., a pass-through for music streaming).

<sup>55</sup> For the purpose of this portion of their analysis, Booz & Company considered each recipient of a CPB Community Service Grant to be a "station." In fact, most CPB Community Service Grant recipients operate more than one noncommercial broadcast station.

that serve rural areas and minority community audiences, or that provide the sole public broadcasting service to their communities. The number of “high risk” stations at risk would increase over time.

Of the 76 public radio stations (in 38 states) at “high risk,” 47 serve rural communities, 46 offer the only public radio service available to their listeners, and 10 provide the *only broadcast service*—radio *or* television, public *or* commercial—available over the air to their listeners. If these 76 stations at high risk were forced to cease broadcasting, nearly 3.5 million Americans would lose access to the only public radio program service currently available to them over-the-air.

Of the 54 public television stations (in 19 states) at “high risk,” 31 serve predominantly rural areas, and 19 provide the only public television service available to viewers in their service area. If these 54 stations at high risk were forced to cease broadcasting, more than 12 million Americans would lose access to the only public television program service currently available to them over the air.

## **VI. PRIOR EFFORTS TO IDENTIFY ALTERNATIVE SOURCES OF REVENUE IN LIEU OF THE FEDERAL APPROPRIATION**

The current effort to identify alternative sources of funding for public broadcasting is not the first such attempt. Over the last 30 years, there have been several prior studies of alternatives to federal government funding. The result in each case has been that no alternatives exist to generate sufficient net revenue to replace the federal appropriation.

In 2007, the GAO examined the funding and operation of public television in response to a Congressional request for information on how to fund public television. In its report, the GAO stated, “Public television stations are pursuing a variety of nonfederal funding sources, but substantial growth to offset a reduction or elimination of federal support appears unlikely. Public television is unlikely to generate significant additional back-end revenues.”<sup>56</sup>

In 1995, CPB, with the assistance of Lehman Brothers, reported to Congress on its analysis of a combination of cost-reduction measures (station mergers/collaborations and automation of broadcast operations) and new or expanded nonfederal sources of revenues (including ancillary revenues from licensing program-related merchandise, spectrum sales or swaps, advertising, enhanced underwriting, and transponder leasing). CPB reported that “[T]he combination of cost reductions and revenue increases described here could not compensate for a complete loss of the federal appropriation. In the absence of a reliable alternative, a continued federal appropriation is necessary.”<sup>57</sup>

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<sup>56</sup> GAO Report at 36, 46.

<sup>57</sup> *Common Sense for the Future* (Corporation for Public Broadcasting report to Congress, June 1995).

In 1983, the Temporary Commission on Alternative Financing for Public Telecommunications<sup>58</sup> examined and assessed a wide variety of “existing and reasonably available alternatives to traditional federal support,” which included both nonfederal funding sources and alternatives to general tax revenues (such as dedicated taxes and fees) as a means of funding federal financial support. The Temporary Commission found that “[b]alance and diversity in funding sources are essential to the unique character of public broadcasting services. Federal support stimulates other sources of revenue and is an indispensable part of public broadcasting’s financial base.”<sup>59</sup> The Temporary Commission closely examined ancillary business ventures as a potential nonfederal source of additional funding and concluded: “Venture activities may provide helpful revenues for certain stations, but they are not expected to generate substantial net revenues system-wide.”<sup>60</sup>

The Temporary Commission’s analysis also included findings from an 18-month experiment in which a dozen public television stations sold time for and broadcast commercial messages that went beyond the boundaries of existing laws and FCC policies for underwriting credits. A few of the participating stations limited their messages to what became known later as “enhanced underwriting,” but most broadcast outright commercial messages, although they were limited in number and placed only between programs, and not in breaks that would have interrupted programs.

The Temporary Commission concluded: “Limited advertising could be a significant supplemental business revenue source for certain public television stations. However, many public broadcast stations would not carry advertising, and the significant financial risks associated with advertising cannot be quantified in advance. Further, these risks could extend to public broadcasting stations—both television and radio—that decide not to air limited advertising.”<sup>61</sup> Booz & Company’s analysis confirms that the significant financial risks associated with advertising will in fact result in a net revenue loss for public broadcasting.

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<sup>58</sup> The Temporary Commission on Alternative Financing for Public Telecommunications was created by Congress in the Public Broadcasting Amendments Act of 1981, Public Law Number 97-35. The members of the commission included James H. Quello, Commissioner, Federal Communications Commission; Ron Bornstein, Acting President National Public Radio, Frederick Breitenfeld, Executive Director, Maryland Center for Public Broadcasting; Bruce L. Christensen, President, National Association of Public Television Stations, Ernest F. Hollings, United States Senator; William H. Kling, President, Minnesota Public Radio; Robert W. Packwood, United States Senator; Edward J. Pfister, President, Corporation for Public Broadcasting, Kenneth Robinson, Policy Advisor to the Assistant Secretary National Telecommunications and Information Administration, U.S. Department of Commerce; Al Swift, United States Congressman, Thomas J. Tauke, United States Congressman. The Commission delivered its final report and recommendations to Congress on October 1, 1983, after extensive research, including an Advertising Demonstration Program at a number of public television stations.

<sup>59</sup> Final Report of the Temporary Commission on Alternative Financing for Public Telecommunications to the Congress of the United States (October 1983) (“TCAF Final Report”) at iii.

<sup>60</sup> TCAF Final Report at i.

<sup>61</sup> TCAF Final Report at ii.

## X. CONCLUSION

The extensive research conducted by Booz & Company, like other independent studies conducted over the years, supports the finding that there are no new or alternative sources of revenue, alone or collectively, that could replace CPB's annual appropriation.

Moving public television and radio to an advertising model would result in a net loss of revenue, and the change would force stations to deviate from their statutory service mission. Additionally, the major traditional funding sources for public television and radio—individual contributions, major giving programs, corporate underwriting and foundations, universities and state and local governments—which have been devastated by the economy, are not expected to provide additional material support other than perhaps rising to previous levels, and some of these sources may be subject to further reductions in funding.

Existing funding sources could, over time, conceivably generate up to \$23 million a year in net ancillary revenue. This would not offset the loss of *hundreds* of millions of dollars a year in federal funding, and in several instances, generating new revenues may require changes that neither viewers, listeners, stakeholders, public officials nor public media itself would find acceptable. It would also barely begin to recover what has been lost in the recession.

Without the federal appropriation, the public broadcasting system as we know it will not survive. For \$1.35 per American this service leverages additional operating revenue from a variety of sources in communities across the country. Compare this entrepreneurial public-private partnership to the almost total funding provided by other countries for their public broadcasting service—in Canada it is \$22.48 per citizen, for Japan \$58.86, for the United Kingdom \$80.36, and for Denmark it is \$101 per citizen.

At the beginning of this report, we said that the issue of whether and how to fund public broadcasting in the United States went directly to question of whether the United States should have a public broadcasting system and what is the value of an informed and engaged citizenry and the role of an institution—public broadcasting—that is central to our country's pursuit of this goal.

How important is an informed electorate, respectful of the difficult choices and complex challenges in policy making and diplomacy, to America's security, prosperity, productivity and competitiveness?

And how much more challenging would it be without a public broadcasting system committed to a thorough, thoughtful and fair articulation of the challenges facing our country? 48

Where in broadcast/cable media is there a detailed examination of the issues America will face as a result of the events transpiring in Greece, Syria, Yemen, Iran, Russia and China? Or the critical choices regarding our economy, our borders, defense, education, infrastructure and American competitiveness?

Whether providing a safe place to educate our children with content that is proven to prepare them to learn, or quality news and public affairs programming that contributes to our civil society and treats the audience as citizens rather than consumers, Americans own a valuable public broadcasting service that is trusted and supported. This service reflects our country, contributes to our democracy and is accountable to the citizens we serve.