

**MINUTES  
PUBLIC SESSION  
BOARD OF DIRECTORS  
CORPORATION FOR PUBLIC BROADCASTING  
WASHINGTON, D.C.  
Tuesday, June 14 – Wednesday, June 15, 2022**

**Call to Order**

Chair Ramer called to order the public session of the Board of Directors at 1:01 pm Eastern Time on Tuesday, June 14, 2022. The following directors participated virtually:

Bruce M. Ramer, Chair;  
Laura G. Ross, Vice Chair;  
Ruby Calvert;  
Miriam Hellreich;  
Robert Mandell;  
Tom Rothman; and  
Liz Sembler.

The following officers and staff were also in attendance:

Patricia Harrison, President and Chief Executive Officer;  
Michael Levy, Executive Vice President and Chief Operating Officer;  
Teresa Safon, Senior Vice President, Chief of Staff and Corporate Secretary;  
West Smithers, Senior Vice President and General Counsel;  
Bill Tayman, Chief Financial Officer and Treasurer;  
Anne Brachman, Senior Vice President, Government Affairs;  
Stacey Decker, Senior Vice President, Innovation and System Strategies;  
Kathy Merritt, Senior Vice President, Radio, Journalism and CSG Services;  
Deb Sanchez, Senior Vice President, Educational Media and Learning Experiences;  
Kathryn Washington, Senior Vice President, Television Content;  
Stephen Wilkins, Senior Vice President, Human Resources and DEI;  
Kimberly Howell, Inspector General;  
Kate Arno, Vice President, CSG and Station Initiatives;  
Deborah Carr, Vice President, Operations and Strategy;  
Brendan Daly, Vice President, Communications;  
Michael Fragale, Vice President and General Manager, Education Strategy and Content;  
Beth Jacobs, Vice President, Digital Strategy and Innovation;  
Joy Lin, Vice President, Journalism;  
Nick Stromann, Vice President and Controller;  
Beth Walsh, Vice President, System Strategies;  
Jacquie Gales Webb, Vice President, Radio; and  
Sarah Kildall, Board Affairs, Manager.

**Adoption of Agenda and Determination of Closed Status**

Chair Ramer called for a motion to adopt the meeting agenda and close the meeting for agenda items 8, 9 and 13. Upon motion duly made and seconded, the agenda was adopted unanimously as presented.

### **Invitation to Disclose Conflicts of Interest**

In accordance with the CPB Code of Ethics for Directors, Chair Ramer invited directors to disclose possible conflicts of interest regarding the meeting agenda. There were none.

### **Approval of Minutes**

Chair Ramer called for a motion to approve the minutes of the public session of the April 5-6, 2022, meeting. Upon motion duly made and seconded, the minutes were unanimously approved as presented.

### **Chair and Directors' Remarks**

Chair Ramer reviewed the meeting agenda, and thanked CPB Board and staff for their commitment to public media's mission.

#### *Resolution of Condolence for David Liroff*

Chair Ramer called for a motion to approve the resolution of condolence for the family of David Liroff, long-time public media colleague. Ms. Calvert expressed appreciation for the inclusion of the resolution in the meeting materials, noting that Mr. Liroff, with whom she had worked over the years, was a respected thought leader in the public media system.

Upon motion duly made and seconded, the resolution was approved unanimously.

#### *Resolution re Committee Appointments*

Chair Ramer called for a motion to approve the resolution reappointing Ms. Sembler to the Audit and Finance Committee, noting her past years of service on the committee. Upon motion duly made and seconded, the resolution was unanimously approved.

### **President's Report**

Ms. Harrison reported on CPB's quarterly activities. In May, CPB submitted written testimony to the House Appropriations Labor-H and Homeland Security Appropriations Subcommittees, as well as the Senate Subcommittees. It included CPB's request for \$565 million for the FY 2025 general appropriation; \$60 million for FY 2023 for the maintenance and replacement of the public broadcasting interconnection system and other technologies and services; \$30.5 million for the Department of Education's Ready To Learn program; and \$40 million for the Next Generation Warning System (NGWS) at the Department of Homeland Security. On June 15, the House Appropriations Subcommittees will begin marking up their respective FY 2023 appropriations bills, and all bills are expected to be ready for consideration on the floor in July – the Senate Appropriations Committee will mark up their appropriations bills later in the summer. CPB remains appreciative of the bipartisan support for public media, especially during the pandemic.

Ms. Harrison reported that the CPB office has reopened. CPB has developed a telework policy that will go into effect in July.

Ms. Harrison reported that CPB grants totaling \$2.5 million were provided to NPR, FRONTLINE, PBS NewsHour and PRX'S The World, for early and extensive coverage of the war in Ukraine. By the end of April, NPR published 458 digital stories about the war, receiving 43.1 million story views on NPR platforms. Audio stories have received over 16.8 million listens on NPR platforms. PBS FRONTLINE's Russia/Ukraine coverage on YouTube received more

than 29 million views, with more than 200,000 streams in Russia and 37,700 streams in Ukraine (according to YouTube analytics). FRONTLINE gained 92,600 new subscribers from its Russia/Ukraine films, which have been shared more than 307,000 times.

Ms. Harrison reported that in addition to international reporting on Ukraine, public media journalism has been central in providing local and national coverage on the tragic school shootings in Uvalde, Texas. Texas newsroom stations, led by Texas Public Radio in San Antonio, have delivered comprehensive reporting on and to the impacted community. This coverage has been featured nationally on NPR and the PBS NewsHour, and reports have been translated into Spanish for local audiences.

Ms. Harrison reported that CPB made presentations, hosted workshops and communicated with station leaders at the PBS Annual Meeting and The Public Media Business Association (PMBA) Conference. CPB's participation in these gatherings and conferences, which are slowly transitioning to from virtual to hybrid events, is especially important as more than one-third of all PBS general manager positions have been filled by individuals that are new to the system. Ms. Harrison reported that on May 18 she participated in "Elections: A More Perfect Union," a gathering of thought leaders and election officials focused on finding ways to strengthen civil society. She thanked the Board for their continued engagement and support through virtual meetings and conferences.

Ms. Harrison reported that scholar and public media filmmaker, Dr. Henry Louis (Skip) Gates, Jr., was awarded the honorary degree of Doctor of Letters by the University of Cambridge, in recognition of his contributions to the history of African American literature. Ms. Harrison concluded her report.

Chair Ramer commended CPB and public media's work to cover the Russian invasion of Ukraine. Ms. Calvert asked if stations would find CPB's employee telework policy helpful as they develop their own policies. Ms. Harrison reported that CPB created a policy that is informed by CPB's specific operational needs and, through meetings and surveys, listening and understanding CPB staff needs. Stations challenges and capabilities are different. Ms. Sembler suggested that updates on statehouse coverage, editorial integrity, content management system (CMS) and Single Sign-On (SSO), be considered for future agenda items.

### **Review Proposed FY 2023 Operating Budget**

Mr. Tayman gave an overview of CPB's proposed FY 2023 operating budget. He noted a 2.2 percent, or \$10 million, increase to the FY 2023 budget over FY 2022. The "money tree" showed the breakdown of funds set forth in the Public Broadcasting Act. The statute directs CPB's system support and administrative funds be no less than 6% of the general appropriation and no greater than 5% of the general appropriation respectively. With the Federal Reserve increasing the federal funds rate, CPB has increased the FY 2023 interest income budget to \$2 million, an increase over the FY 2022 interest income budget of \$500,000. The budgeted interest income is distributed 75/25 to television and radio, also per the statute.

Mr. Tayman reported that the FY 2023 proposed operating budget will be reviewed in detail by the Audit and Finance Committee, then presented at the October board meeting for approval.

Chair Ramer noted forecasts of a recession and asked how one would impact CPB operations. Mr. Tayman reported that CPB weathered the challenge of multiple years of level funding, and made changes such as renegotiating CPB's office lease and reducing office space, saving CPB \$1 million per year through 2032.

Ms. Ross asked how separate interconnection funding would impact CPB's "6%" funds. Mr. Tayman reported that the transfer of the \$4 million per year of interconnection operating costs from 6% funds to the Interconnection Appropriation funds is freeing up \$4 million in system support monies.

There were no further questions.

### **Discussion of Goals and Objectives**

Chair Ramer referenced the CPB Goals and Objectives document found in the meeting materials and asked if board members have any comments or proposed revisions.

Mr. Levy reported that CPB's Goals and Objectives inform CPB's business plan, strategic planning, day-to-day work and engagement with the system. This review of the Goals and Objectives is occurring against the backdrop of challenges to democracy and civil society, a changing media landscape, the need to connect to new audiences, and the impact of the pandemic.

Discussion ensued about collaborations between different media within communities. Ms. Sembler suggested articulating the need for collaboration in new ways, across platforms and beyond public media. An example is the collaboration between the Tampa Bay Times newspaper and FRONTLINE which garnered a Pulitzer Prize for investigative journalism. Ms. Calvert proposed inserting the word, "collaborative" under Content Services (I.), Part A, to state, "Support the collaborative development and distribution..." Chair Ramer called for a motion to adopt the proposed amendment. Upon motion duly made and seconded, the amended language was adopted (*4 in favor, 3 opposed*).

Mr. Rothman noted the importance of connecting to younger audiences and finding new generations of voices and talent. He proposed amending Content and Services (I.), Part E. to insert the word "and" so that it reads, "Facilitate the development of content created for and delivered across multimedia platforms by new *and* diverse talent." Chair Ramer called for a motion to adopt this proposed amendment. Upon motion duly made and seconded, the amended language was unanimously adopted.

Chair Ramer called for a motion to adopt the Goals and Objectives as amended. Upon motion duly made and seconded, the amended document was unanimously adopted.

### **Conversation with Ken Burns**

Chair Ramer introduced documentarian and special guest speaker, Ken Burns, noting his talent, artistry and knowledge of U.S. history, are evident in his upcoming film, *The U.S. and the Holocaust*.

Mr. Burns thanked CPB for decades of support. Mr. Burns reported on his role as the "conductor" of these films and reported on the importance of collaboration. Part of his work for the last 15 years has been to recruit, nurture and train new talent, some of whom are beginning to share directing credits and produce projects of their own.

Mr. Burns reported on his upcoming release, *The U.S. and the Holocaust*, a new three-part, six-hour series premiering September 18-20, 2022, citing it as his most important project. The film is co-directed by Mr. Burns' longtime collaborators Lynn Novick and Sarah Botstein. He encouraged everyone to watch the film with a loved one.

Mr. Burns reported on upcoming projects including a film about Lyndon B. Johnson and the Great Society; *The American Buffalo*, a history film and parable about extinction, and his first film on a non-American topic, Leonardo da Vinci. In 2025, in time for America's 250<sup>th</sup> anniversary, a major six-part series on the history of the American Revolution will be released. He reported that a new film, *Emancipation to Exodus*, covers Black life in the United States from Emancipation Proclamation to the great migration at the end of the 1910s. It will be released in 2025.

Board members expressed their appreciation and respect for Mr. Burns' documentaries. Ms. Calvert expressed her hope that the American Revolution series would serve as a connector for the American people. Mr. Burns reported on the value public media brings to complex storytelling and is hopeful the upcoming series will shape the national conversation leading up to the United States Semiquincentennial celebration.

Chair Ramer thanked Mr. Burns for his time and presentation.

### **“More Perfect”**

Chair Ramer welcomed guest speakers John Bridgeland, Founder & CEO of CIVIC and chair of Partnership for Democracy; Erika Pulley-Hayes, General Manager, WAMU and former CPB vice president of radio; Rupert Allman, Executive Producer, 1A; Jenn White, veteran journalist and host, 1A; and Alisa Barba, Managing Editor, America Amplified.

Ms. Harrison reported on CPB's collaborations with Mr. Bridgeland over the years, noting that he brings together public and private sectors in support of innovative solutions to our nation's challenges. CPB's first collaboration with Mr. Bridgeland was in 2010 to address the high school dropout rate, laying the foundation for CPB's American Graduate initiative.

Ms. Harrison reported on CPB's recent collaboration with Partnership for American Democracy and her speaking engagement in May in Dallas called, “Elections – A More Perfect Union.” At a time when civil society and the democratic process are challenged by the proliferation of disinformation and misinformation, public media has a significant platform for bringing fact-based information to communities across the country about issues that concern Americans and the mechanics of voting. She reported that the guest speakers from 1A and America Amplified will speak about these efforts in greater detail.

### *Partnership for American Democracy*

Mr. Bridgeland reported that American history, civics and service, rule of law, and the role of a free press are front and center as the United States moves toward the 250<sup>th</sup> anniversary of its birth as a nation. The Partnership for American Democracy has partnered with CPB, the bipartisan American Academy of Arts & Sciences, nine presidential centers and the University of Virginia Karsh Institute of Democracy to focus on democratic renewal and work grounded in evidence and integrity.

Mr. Bridgeland reported on the five Sustainable Democracy Goals (SDGs) that align these collaborative efforts: 1) Universal civic learning which focuses on the importance of an educated citizenry that understands America's institutions and values; 2) expanded service to the

nation – organizing America’s leaders and policymakers to participate in national events and volunteer their time; 3) increased social trust to combat a divided nation; 4) effective governance and fair elections; and 5) providing and promoting accurate news and information.

Mr. Bridgeland reported on the initiative’s engagement with state and local leadership and election professionals, especially in battleground states. He reported on the need to educate Americans about the voting process, particularly young voters, and how to engage with elections. The “More Perfect” campaign has 38 state teams working with schools to promote civic education and civic-ready students. The initiative is expanding service to the nation with influential leaders promoting these five SDGs across all ages, demographics, political parties and sectors. Mr. Bridgeland thanked CPB for its partnership and support through the years in facing these national issues.

Ms. Ross and Amb. Mandell asked how the initiative can combat misinformation and disinformation. Mr. Bridgeland stated that promoting independent journalism around issues is essential. Mr. Bridgeland and his team are engaging with people who work in media, including CPB, to address this problem. Public media excels at presenting fact-based information and having people from different sides of issues discuss their views.

Ms. Calvert asked how public media stations can engage with the five SDGs. Mr. Bridgeland reported that local stations have expressed interest in covering elections, posting FAQs on-site, and providing civic education.

Ms. Hellreich asked about the plan for reaching those who do not understand America’s democratic system. Mr. Bridgeland reported on learning seminars across the country that focus on civic education and individuals’ rights and responsibilities.

Chair Ramer thanked Mr. Bridgeland for his report and introduced Kathy Merritt, Senior Vice President of Radio, Journalism and Community Service Grants.

### *1A Remaking America*

Ms. Merritt reported on public media’s role to ensure the American people have fact-based information about their government and how they can take part in civil society. At the May 18 “Elections – A More Perfect Union.” event, Ms. Harrison announced CPB’s investment of an additional \$375,000 in American Amplified to address the need for basic information on voting. The additional support will allow America Amplified to work with stations in 25 states to create election FAQs about how people can cast their ballots.

Ms. Merritt reported on a second CPB-supported initiative about how Americans view democracy. CPB awarded a grant to the national daily talk program, *1A* to support its Remaking America project. She introduced Erika Pulley-Hayes, General Manager, WAMU; Rupert Allman, Executive Producer, *1A*; Jenn White, veteran journalist and host, *1A*; and Alisa Barba, Managing Editor, America Amplified.

Ms. Pulley-Hayes thanked CPB for its support and reported on the origins of *1A*. Debuting in 2017, the name of the show is inspired by the First Amendment. The program provides the pathway for a national conversation around significant issues and features citizen spotlights, live events, explainer journalism that explores the spread of misinformation and raises media literacy, and listener-driven conversation where anyone can ask questions. *1A* has partner stations in California, Kentucky, Alabama, central Florida, northern Colorado, Kansas and Texas.

Ms. White reported that *Remaking America* will respond to the overwhelming forces Americans are living through today – the pandemic, social injustices, and the amplified political divide. Together these events have brought trust in American institutions to an all-time low, bringing the focus of *Remaking America* to rebuilding crumbling confidence and shoring up democracy. 1A is working alongside the mission of public radio and stations to create a more informed public. *1A: Remaking America* will provide opportunities for on-air and online listener voices from to be heard and create physical spaces for communities to come together for important conversations. Ms. White reported on 1A’s goals: 1) changing the sound of who listeners hear on public radio and what parts of the country they are coming from and 2) raising media and democratic literacy by providing the audience with the necessary tools to navigate the current landscape of news sources. Mr. Allman reported that the *1A: Remaking America* reimagined toolbox will engage audiences and help them decide what news media sources to trust, while also providing information tailored to their community including how elections work and how to navigate specific challenges. In certain markets, 1A receives feedback and is able to find new tools that work better with today’s audiences. The *1A: Remaking America* team will be back on the road and on the ground in the coming months.

### *America Amplified*

Ms. Barba reported that America Amplified is starting a project called “Democracy from the Ground Up” that works with stations to produce stories about people in the community who are reinforcing democracy from the local level. Those stories will air on *1A: Remaking America*.

Ms. Barba reported that the America Amplified initiative empowers public media journalists with the skills and resources needed to put listening to their communities at the center of the reporting process. They inspire public media news organizations to better reflect America, build trust and uphold principles of democracy. The goal of the America Amplified initiative is community engagement, and they have been working with 19 stations across the country to engage with rural communities, emerging and young audiences and Hispanic communities, providing information about the mechanics of elections and changing laws and regulations. With CPB support, America Amplified has expanded to 30 public media stations across 25 states. This work is achieved through partnerships, listening sessions, and question prompts to find out what communities need to know, and then providing the answers with basic election information and resources. The pandemic provided lessons about the importance of responding to community information needs in terms of public health and safety issues and they will be answering election questions in the same way. Ms. Barba reported that this work is a trial run for the 2024 elections.

Mr. Rothman asked for perspective on handling those audiences who feel that their beliefs are not misinformation. Ms. Barba reported that currently America Amplified is focusing on the mechanics of voting, providing basic facts about the election process. Ms. Calvert asked if America Amplified is working with Secretaries of State who usually control the voting mechanisms. Ms. Barba confirmed that they are working with those offices as they provide the most reliable information. Ms. Sembler asked if PBS LearningMedia is a partner, noting that voting information could benefit high school youth. Ms. Barba noted that some of their stations are specifically seeking to serve such audiences. Ms. Sanchez noted other opportunities for public media to reach these audience through social media platforms.

Chair Ramer thanked the panelists for their time and participation.

*Chair Ramer called for a break at 3:50 pm Eastern Time.*

*The meeting resumed at 4:07 pm Eastern Time.*

### **Update on Transition to ATSC 3.0/NextGen TV**

Chair Ramer introduced guest speakers Dennis Wallace, Managing Partner, Meintel, Sgrignoli & Wallace and Meg Miller, Partner, Gray Miller Persh LLP, and Senior Vice President Stacey Decker.

Mr. Decker reported that the broadcast television industry continues to move from the current broadcast standard Advanced Television Systems Committee (ATSC) 1.0 to a new Internet Protocol-based ATSC 3.0. Also known as the Next Generation (NextGen TV) television standard, it was authorized by the Federal Communications Commission (FCC) in November 2017 for voluntary adoption by both public and commercial television broadcasters. It is the first major upgrade in broadcast technology since ATSC 1.0, which was deployed in 2009.

Mr. Decker reported CPB is providing the public television system with information and analysis to help inform stations in their decision-making and investments regarding a transition to NextGen TV. NextGen TV addresses consumer preferences for content at the time and platform of their choice. NextGen TV allows stations to broadcast higher quality pictures and sound, and also wirelessly transmit data, giving broadcasters the ability to pursue new business and service opportunities. For public broadcasters this could present new opportunities for them to enhance their serve to their communities in areas of public safety, education, and possibly civic engagement.

Mr. Wallace reported on the technical aspects of NextGen TV, noting that it is an entirely Internet Protocol (IP) based system, interoperable with other platforms, and can be upgraded over time as new technologies are developed. Additionally, NextGen TV will integrate over-the-top and over-the-air delivery systems into one platform. NextGen TV means that broadcast stations are no longer constrained to just providing television services and can offer more personalized, high-quality content to consumers on multiple platforms.

Mr. Wallace reported that since the FCC has not mandated the transition to ATSC 3.0, stations must negotiate for program carriage and conversion. He reported on challenges with transitioning to ATSC 3.0 and some alternative options. Currently there are more than 50 television markets than have launched NextGen TV services and more market rollouts will occur in the coming months.

Ms. Miller reported on her work with public media stations that have chosen to transition. Of the 50 cities with NextGen TV, only 14 have public media stations participating. Ms. Miller outlined the challenges that public media stations face, such as timing, costs, and FCC regulations. She noted CPB and public media should continue to make practical choices, stay mission-focused, and provide information to stations about the process.

Discussion ensued about rural stations and their ability to utilize IP based delivery and/or afford new equipment. Ms. Miller reported that answers about how rural America can take advantage of this transition are still unclear. Further discussion ensued as to whether CPB should cover such costs. Ms. Miller reported that a key challenge with NextGen TV in the public media space concerns infrastructure. Currently the public media system is starting with national stations and content producers. It is hoped that local stations and content producers will also transition.

*Mr. Rothman exited the meeting at 5:03 pm Eastern Time.*



Chair Ramer thanked Ms. Miller and Mr. Wallace for their report.

### **Adjournment**

The meeting adjourned for the day at 5:08 pm Eastern Time.

### **Public Session**

Public session resumed at 1:59 pm Eastern Time on Wednesday, June 15, 2022.

Ms. Harrison reported that the House Homeland Security Appropriations Subcommittee released its FY 2023 bill text which provides another \$40 million to the Next Generation Warning System (NGWS) at FEMA Integrated Public Alert and Warning System (IPAWS). This program continues to receive bipartisan support, and CPB is hopeful that it will be included in the final Homeland Security Appropriations bill at the end of the of the year. In executive session the Board will receive a more detailed update on the NGWS and how IPAWS is preparing to award the first \$40 million.

### **State of the Public Media System**

Members of CPB management participated in CPB's presentation, "State of the Public Media System" at the Public Media Business Association conference. The presentation was based on financial data and other reports submitted by stations in accordance with CPB's Community Service Grant (CSG) program guidelines. CPB has been providing this presentation at the annual Public Media Business Association conference for the last ten years.

Mr. Levy reported on several findings from this most recent report. Financial resources received by stations from the two stimulus appropriations – the CARES Act and the American Rescue Plant Act – helped to offset the negative financial impacts resulting from the COVID-19 pandemic. Not all of these funds were recognized by stations in their financial statements for the same fiscal year. Financial markets provided significant one-time unrealized gains in investments in FY 2021 and increases in individual giving offset declines in other revenue categories during the pandemic. Larger public television stations have reported the largest increases in revenue from individual giving and from unrealized gains in investments. Public media stations have faced the challenge of turnover and filling vacant positions, while seeing increases in minority and female representation on all levels.

Ms. Walsh presented FY 2021 data on revenue trends, revenue categories and expenses for public television and radio stations, starting with an overview of CPB CSG grantees. For revenue analysis purposes, grantees are categorized as Smaller, Medium, and Larger based on dollar thresholds.

Ms. Walsh reported on the initial decline of revenues at the start of the pandemic followed by growing revenues in 2021 that outpaced 2020 growth trends. This volatility reflects unrealized gains and losses in the equity markets and are most prevalent in the "larger" grantee category. Ms. Walsh reported that individual contributions have historically made up the largest single source of revenue, which remained true in 2021 with individual donations making up 38 percent of all public media station revenues. Tax-based funding including Federal, State, and CPB funding represented 31 percent in FY 2021, an increase over 25 percent in FY 2020. Underwriting fell from 13 percent of revenues in FY 2020 to 11 percent in FY 2021.

Ms. Walsh reviewed year-over-year changes in each revenue category, noting that public media has moved in the right direction with the aid of stimulus funds and is regaining

underwriting support. She noted that University funding has been declining over the last two years.

Ms. Walsh reported that due to CPB's level funding over the last five years, there have only been small variances in CSG funding to stations. CARES and American Rescue Plan Act funds are reflected in the CPB fund category "all other" and are the main source of the \$46 million increase in 2020 and the \$74 million increase in 2021.

Ms. Walsh reviewed revenue trends and expenses for radio and television. In FY 2020, radio stations saw increases from individual giving, federal funding, and CPB, but declines in all other revenue categories with the largest decline of over \$40 million in underwriting. Growth in individual revenue slowed in FY 2021 compared to the previous year, and although it grew by more than \$50 million over the two years, it wasn't enough to offset the \$78 million two-year decline in underwriting. The largest cohort of radio grantees are university licensees which have seen a decline in support. Overall, radio stations' individual giving grew by more than \$162 million in five years, and more than 70 percent of all radio grantees recorded increases. Overall expenses for radio stations declined by \$70 million from FY 2020 to FY 2021. This decline is driven mainly by the reduction in programming and production expenses, which are down \$52 million. The decline is widespread across the system with 65 percent of all radio grantees reporting reduced expenses for programming and production. The only increased expense was in Management & General, which includes Accounting, HR, Administration, and Office Services.

Ms. Walsh reported that television stations recognized \$271 million in revenue growth in FY 2021, a 15 percent increase over FY 2020 – the 62 larger grantees are responsible for almost all of the growth. In 2020 television stations saw revenue declines in every category, offset by individual giving and CARES Act funds. In FY 2021, individual giving tripled while university funding continued to trend down year-over-year. The "Other" category, which includes in-person events, concerts, and special fundraising activities, has not yet recovered. Television membership and major giving continued to increase through the pandemic and television station individual giving revenue grew by almost \$160 million in five years. Ms. Walsh noted that a single station accounted for \$120 million of the \$160 million increase in systemwide State and Local revenue in FY 2021. Without that anomalous station, state and local revenue growth for the system was only \$40 million and television expenses actually decreased in FY 2021 by more than \$25 million. As with radio, declines in expenses were driven mainly by the reduction in programming and production expenses with the only increase in Management & General.

Ms. Walsh reviewed system staffing metrics noting that job openings rebounded since the height of the pandemic. Despite more job availability in public media, hiring declined slightly.

Chair Ramer asked about the revenue increase of the outlier station and if there is anything the public media system can learn from this example. Ms. Arno and Mr. Tayman stated that the outlier is an institutional licensee that benefited from state funding from the CARES Act to expand its educational services during the pandemic.

Ms. Ross asked what the main conclusions this data provides regarding the financial state of public media. Mr. Levy reported that the public media system benefited greatly from stabilization grants and noted that the increase in individual giving is a reflection of the American people's appreciation for the service that public media provided during the pandemic. On the television side, public television stations served effectively in the education space when

schools closed. At the same time, programming expenses declined creating challenges with raising funds and producing content during the pandemic.

Mr. Rothman asked about the decline in institutional funding, how advertising revenue is documented, particularly for radio, and requested additional information at a future time about rate setting strategies and related sales information, noting that public media's cost per minute seems underpriced. Discussion ensued about underwriting and the economic climate, and Ms. Calvert expressed concern about stations' future financial revenues.

Chair Ramer thanked CPB management for the presentation.

### **Future Agenda Items**

Chair Ramer invited members of the Board to send suggestions for future agenda items to him, Vice Chair Ross and Ms. Safon.

### **Executive Session**

At 2:42 pm Eastern Time, Chair Ramer closed the meeting for executive session.

*[The minutes for these discussions are contained in the executive session record of June 14-15, 2022.]*

*The meeting adjourned in executive session.*