

**Corporation for Public Broadcasting
Appropriation Request and Justification
FY 2022/FY 2024**

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

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

www.cpb.org

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**FINANCIAL SUMMARY OF THE CORPORATION FOR PUBLIC BROADCASTING’S
(CPB) BUDGET REQUESTS FOR FISCAL YEAR 2022/2024**

FY 2024 CPB Funding

The Corporation for Public Broadcasting requests a \$565 million advance appropriation for Fiscal Year (FY) 2024.

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

Over the past decade, CPB and the public media system have acted with fiscal restraint and responsibility operating under flat funding. However, the economic crisis wrought by the COVID-19 pandemic after ten years of level funding has severely eroded the purchasing power of \$445 million. Today, the inflation-adjusted funding level would exceed \$550 million. At the same time stations experienced, what is essentially, a reduction in funding, they expanded and enhanced their educational, informational and public safety services to their communities.

CPB Annual Funding History, FY 2018 through FY 2024

(\$ millions)	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024
General Fund	\$445	\$445	\$445	\$445	\$465	\$475	\$565 Request
Interconnection	\$20	\$20	\$20	\$20	\$20 Request	TBD	TBD

FY 2022 Public Broadcasting Interconnection Funding

CPB requests \$20 million to continue modernizing the public television and public radio interconnection systems, referred to in our request as the “public broadcasting interconnection system,” and other technologies and services that create infrastructure and efficiencies within the public media system. Interconnection is the infrastructure backbone of our nation’s public broadcasting service. CPB requests Congress’s support in updating the public broadcasting interconnection system and further investing in systemwide infrastructure and services that benefit the American people.

Congressional support of the interconnection system originates in the 1967 Public Broadcasting Act. The Act authorizes the “establishment and development of one or more interconnection systems to be used for the distribution of public telecommunications services so that all public telecommunications entities may disseminate such services at times chosen by those entities” [47

USC 396 (g)(1)(B)]. Since 1988, Congress has supported a separate appropriation for public media’s interconnection needs.¹ Beginning in FY 2018, Congress endorsed an annual appropriation, administered by CPB, to facilitate dynamic upgrading of the interconnection system rather than providing an appropriation of \$200 million or more approximately every ten years. CPB can now more easily report back to Congress regarding the on-going strategic application of the interconnection funds.

Audit and Inspector General Reports

The Corporation continues to receive clean financial statement audits from an independent certified public accountant. The most recent [audit](#), dated March 2, 2021, states that “the combined financial statements referred to above present fairly, in all material respects, the financial position of the Corporation for Public Broadcasting and Affiliate as of September 30, 2020 and 2019, and the changes in their net assets and their cash flows for the years then ended in accordance with accounting principles generally accepted in the United States.”

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

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

NARRATIVE SUMMARY OF THE CORPORATION FOR PUBLIC BROADCASTING'S (CPB) BUDGET REQUESTS FOR FISCAL YEAR 2022/2024

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

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

The value of public media has been evident during the COVID-19 pandemic as stations acted quickly to serve their communities' needs. In spring 2020, when millions of Americans were asked to telework if possible, continue their children's education from home and not leave the house unless necessary, public media's services provided (and continue to provide) a lifeline to community resources, health and safety information, and the education needs of our nation's children.

As schools across the country shifted to remote learning in the face of the pandemic, local public television stations rolled out new education initiatives to support schools, teachers, parents, and students. Most public television stations altered their daytime broadcast schedule to air educational programming grouped by age level and curriculum, and matched to state standards. In addition, some stations are exploring how the public television broadcast spectrum can be used to deliver digital educational content to students that live in areas unserved by broadband, a process called datacasting. The extraordinary response by public television stations, many of which partnered with state and local education agencies, has provided much needed educational resources and support in communities across the country.

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

PBS LearningMedia, a partnership of PBS and GBH Educational Foundation, and funded in part by CPB, provides free elementary and secondary school education resources to approximately 2.8 million educators, students, and homeschoolers each month. The service offers teachers and parents access to more than 100,000 individual learning materials, bundled for ease of teacher use into 30,000+ videos, images, interactive features, and media galleries to enrich classroom instruction and to aid remote learning. PBS LearningMedia content includes standards-based, curriculum-aligned, interactive digital learning content drawn from the best of public television

programming (*NOVA*, *Nature*, *American Experience*, and more), as well as excellent source material from the Library of Congress, the National Archives, The National Gallery of Art, the Smithsonian Institution, NASA, the National Science Foundation, and other leading educational and cultural institutions.

CPB's [American Graduate](#) initiative is public media's long-term commitment to supporting community-based solutions to help young people succeed in school and in the workplace. Several years ago, American Graduate began raising awareness and understanding about the skills gap, and the education and training needed for the high-demand careers today and in the future.

Public safety is another core aspect of our public service. Public television stations are the failsafe alternate distribution path for the nationwide Wireless Emergency Alert (WEA) system. NPR and the Public Radio Satellite System's MetaPub service enables local public radio stations to issue text and image alerts and other information to "connected car" smart dashboards, mobile phones, HD radios, and online streams. Covering nearly 99 percent of the U.S. population, public television and radio stations ensure on-air delivery of lifesaving alerts and information during local and national emergencies. Correspondingly, stations are increasingly partnering with the U.S. Department of Homeland Security, state and local public safety, law enforcement, and first responder organizations to connect these agencies with one another, with the public, and with vital information and technologies in times of crisis. For example, between March 12, 2020 and January 25, 2021, more than 6,470 WEAs had been issued by state and local authorities and transmitted over the PBS WARN system in different parts of the country. Approximately 524 of those alerts were for COVID-19, harnessing for the first time the reach and ubiquity of mobile device communications to address a pandemic.

Civic leadership is the third public service priority for public media. Our civic commitment comprises trusted news, forums for candidate debates at every level of the ballot, ongoing coverage of state legislatures, production of documentaries preserving local history and celebrating local culture, as well as public affairs programming that explores local, state and national issues with political leaders and policy experts who represent a broad range of perspectives.

In October 2020, CPB joined an initiative called the COVID Collaborative. The Collaborative is a national assemblage of leading experts and institutions from fields of health, education, and the economy to develop best practices to support state and local leaders in their efforts to end the pandemic. It is co-chaired by former Governor, Mayor, and U.S. Senator Dirk Kempthorne of Idaho and former Governor Deval Patrick of Massachusetts. Working in concert with the COVID Collaborative, CPB has supported public television and radio station efforts in their communities to help mitigate the impact of the pandemic.

Prior to the outset of the pandemic and its economic fallout, public radio stations had expanded local newsrooms and added more than 1,100 journalists between 2011 and 2019. Public radio has more than 3,100 journalists working at local public radio stations across the country, bringing reliable local reporting to communities everywhere – including to those that had become "news deserts." These skilled reporters, who are gathering news, editing and publishing, continue to

provide fact-based, trusted, local and national information across multiple broadcast and digital platforms during this extraordinary time. They deliver value to the American people through rigorous reporting and unsurpassed storytelling that provides the information needed to understand our changing world, improve our communities, spark intellectual curiosity, and enhance daily life.

High-quality, free, educational and informative programming is the hallmark of public media. *NOVA* has introduced and taught scientific concepts to countless Americans since its debut in 1974; *American Experience* has presented award-winning history documentaries to lifelong learners since 1988. *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 information to millions of Americans every day.

Public media's programming continues to earn the nation's most prestigious awards—receiving 10 Peabody awards in 2020 and 302 Regional Murrow awards in 2021. Public radio claimed 277 awards – 80 percent of the 343 awards in the U.S. radio categories. Public media is a forum for civil discourse, cultural enrichment and educational instruction reaching virtually every household in America.

Public media is also a public information resource that improves the lives of millions as it embraces innovation in content and technology, strengthening the diversity of talent and programming, and inspiring civic responsibility. The federal appropriation's contribution to this successful public-private partnership will enable CPB-supported stations to continue to tell America's dynamic story in a way that enhances our civil society and connects us to one another. Congress's support of increased funding will allow public broadcasting to remain true to its longstanding commitment to serving the rich diversity of Americans, particularly the unserved and underserved, in all 50 states and territories.

Section I

CPB Requests a \$565 Million Advance Appropriation for FY 2024

The Corporation for Public Broadcasting (CPB) requests a \$565 million advance appropriation for Fiscal Year 2024. The two-year advance is the most critical part of the congressionally constructed firewall that protects public media's independence from external interference and control.

The public broadcasting community is aware of the extraordinary fiscal and budgetary challenges facing the federal government. CPB's FY 2024 request provides the support for CPB to carry out its statutory mandate to provide a resilient and trusted service to all Americans. Federal funding remains an irreplaceable part of the fabric of the national-local, public-private partnership that is the foundation of public media's success. Numerous studies, including an investigation and Report by the Government Accountability Office, have shown that there is no alternative to the federal investment to accomplish the public service mission that Congress assigned to public broadcasters and that the American people overwhelmingly support. For the 18th consecutive year, PBS continues to be one of the most trusted institutions and is considered the best value for the American tax dollar.² Likewise, NPR ranks #1 as trustworthy among news providers in 2021.³

Overview of the Corporation for Public Broadcasting

The federal appropriation supports 1,170 public radio stations and 356 public television stations, serving nearly 99 percent of the American population living in rural, small town and urban communities in all 50 states, the District of Columbia, and four commonwealths and territories. Public media is a trusted source of information, education, and culture for millions of Americans, including, in disproportionately large numbers, underserved populations such as rural Americans, minorities, older Americans, lower-income families and individuals with disabilities.

CPB's funding flows through a statutory formula, which apportions approximately 71 percent of funding directly to stations. CPB's administrative expenses are capped at 5 percent. Thus, 95 percent of the appropriation managed by CPB provides essential services and programming to local communities; addresses current issues in an objective, fair and balanced manner; bolsters the "American Graduate" initiative to help young people succeed in school and in their careers; goes to stations' infrastructure needs to enhance their local emergency alert services; and funds diverse informational, educational and cultural content and services.

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

² Marketing & Research Resources Inc. (M&RR) February 2021. <https://www.pbs.org/about/about-pbs/blogs/news/pbs-and-member-stations-voted-most-trusted-institution-for-18-consecutive-years/>

³ E-Score Brand, E-Poll Market Research (April 2021).

programming and services, the federal investment is essential to sustain the operations and public service mission of local public broadcasting stations. This is especially important during this economic downturn, as public media’s funding sources, specifically underwriting and foundation support, have taken a financial hit.

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

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

An Educational Treasure

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

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

CPB’s appropriation makes this researched-based, educational content possible, both on-air and online, and available for free, 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); *Nature Cat*, a STEM program that encourages children ages 3 to 8 to explore nature and develop lifelong connections with the natural world; and *Molly of Denali*, which teaches kids ages 4 to 8 about informational text through video content and interactive games.

The content on PBS KIDS reflects the diversity of the United States. *Molly of Denali*, produced by GBH, is the first nationally distributed children’s series to feature an Alaska Native lead character. CPB funding for *Molly of Denali* supported efforts to include Alaska Native talent in every part of the production, including a scriptwriters’ fellowship for Alaska Native writers and a series of voiceover workshops to cast Alaska Native youth in the series. In addition, with CPB’s

support, GBH convened a group of five rural-serving public media stations to create and pilot the *Molly of Denali* Family Game Club, an educational engagement initiative designed specifically to meet the needs of rural families in communities throughout the country.

Recognizing the importance of a strong foundation of science knowledge to a child’s future success, CPB supported the launch of two science-focused series for children ages 4 to 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, affirming 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. *Nature Cat* covers important science and nature content, including biology and environmental science topics that young students will continue to encounter throughout their science educations. The series also builds on young children’s interest in animals, introducing facts about animals including insects, fish, foxes, turtles, bats, and much more. Another example of a STEM series is *Elinor Wonders Why*, which is for preschoolers and premiered in September 2020. This series shows young children how to follow their curiosity and observe nature as they learn important science concepts.

PBS and public television stations complement on-air broadcast services by making educational and other noncommercial content and services available on [PBS.org](https://www.pbs.org) and [PBSKIDS.org](https://www.pbskids.org), as well as station websites, streaming video services, social media, blogs, and interactive educational games. Traffic across PBS KIDS digital platforms averages 11.4 million users per month,⁴ and PBSKIDS.org accounts for over 35 percent of time spent streaming PBS KIDS content videos across desktop, mobile, and over-the-top (OTT) devices.⁵ The collection of 72 mobile apps has been downloaded 68.8 million times.⁶ An evaluation of PBS KIDS’ digital content found that the games and at-home activities had a positive impact on children’s math skills, as well as increased parent engagement in their children’s learning.⁷

In 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. The PBS KIDS 24/7 channel also means that children who are staying overnight in hospitals or find themselves in waiting rooms at health clinics, at any time of the day or night, have an entertaining and educational option.

PBS KIDS is a valued partner for parents. A survey confirmed that parents of young children rank PBS KIDS as the most educational media brand⁸ and that PBS KIDS is the most trusted

⁴ Google Analytics April ’18 – March ’19

⁵ Comscore, Video Metrix®, Family & Youth - Kids, Total Audience, July 2018, U.S., Note: Mobile and OTT video streaming only included for competitors in the category who tag. This does not include YouTube or YouTube Kids.

⁶ App downloads (AppFigures April 2019 – June 2019)

⁷ 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.

⁸Marketing & Research Resources, Inc., (M&RR) 2/2021.

children’s media brand.⁹ 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, and the new Play & Learn Science app, which features science games and activities for families to do together.

Ready To Learn

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

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

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

No other media organizations have this national reach, combined with proven effective outreach and trusted local service to low-income communities.

CPB-PBS and the U.S. Department of Education’s RTL program also invest in extensive research that demonstrates the effectiveness of its content in both formal and informal educational settings. For the 2015-2020 round of RTL, independent, third-party researchers conducted a variety of studies to assess the impact of RTL resources on children’s learning. They also sought to understand how families at home and in community programs led by public media stations and partners engaged with, benefited from, and supported children’s learning with RTL content. Recent research includes two randomized control trial studies of *Molly of Denali*¹⁰ and

⁹Source: Marketing & Research Resources, Inc. (M&RR), February 2021.

¹⁰ The efficacy of digital media resources in improving children’s ability to use informational text: An evaluation of Molly of Denali; (EDC/SRI, April 2021)

two large-scale studies of *The Cat in the Hat Knows a Lot About That!*,¹¹ as well as a small, single-group study of the PBS KIDS Play and Learn Science App.¹² The portfolio of studies show that RTL media is effective in enhancing children’s learning of targeted science practices.

Further, an implementation study of RTL’s Family and Community Learning program,¹³ as well as surveys filled out by parents and facilitators after participation in RTL activities through their local station, demonstrate the importance and benefits of public media’s RTL child and family engagement activities to children, families and communities.¹⁴ Recent Case Study research from EDC and SRI analyzes the work of six community collaboratives established by Austin PBS, Nine PBS, PBS SoCal, PBS 39, Vegas PBS, and Wisconsin PBS. This research reveals strategies for success in community partnerships that will be of benefit to anyone interested in forming, managing, improving, or funding community partnerships.¹⁵

Local Education Services

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

With the requested increase in CPB’s FY 2022/2024 funding, stations could expand educational resources as well as their services to rural communities. Current examples of stations’ educational services include:

- Georgia Public Broadcasting’s Georgia Studies Digital Textbook teaches Georgia history, culture and geography in the context of American history and government. Information is presented digitally with interactive capabilities and multimedia enhancements. The book is updated regularly to make sure the content is relevant and aligned to the most recent Georgia Performance Standards. To complement the book, Georgia Public Broadcasting offers Georgia Stories videos and primary source materials, 30 virtual field trips and created “Race Through Time” – an online history adventure game aligned to Georgia Standards of Excellence for 8th-grade social studies.
- PBS Wisconsin’s K-12 multimedia educational content that connects to Wisconsin’s academic standards spans all curricular areas and is vetted by the state’s educators. “Into the Map” is an online interactive resource that explores Wisconsin’s geography.

¹¹ Early Science & Engineering: The Impact of The Cat in the Hat Knows a Lot About That! on Learning! (EDC/SRI, November 2019); Mixed Methods Study of the Effects of The Cat in the Hat Knows a Lot About That!™ on Pre-School Children’s Perceptions of Science and Knowledge of the Nature of Science and Engineering (University of Rhode Island, February 2020)

¹² PBS KIDS Play & Learn Science (EDC/SRI, July 2019)

¹³ PBS KIDS Scratch Jr Family Creative/Community Learning Workshop Implementation Study (EDC/SRI, September 2017)

¹⁴ Community Collaboratives for Early Learning & Media: A National Picture of CC-ELM, 2018-2019 experiences (EDC-SRI, December 2019)

¹⁵ Anderson, K., Goldstein, M., Raynal, A., Adair, A., Nelson, L., Dec, S., Ortiz, C., & Mehrotra, S. (2020). Strategies for success in community partnerships: Case studies of Community Collaboratives for Early Learning and Media. Education Development Center & SRI International.

“Wisconsin Biographies” connects children in grades 3-8 with figures from Wisconsin’s past. Wisconsin PBS also partners with the Wisconsin Department of Public Instruction and Wisconsin Indian Education Association to produce a collection of resources and authentic educational materials for teaching about the American Indian Nations of Wisconsin. These resources assist educators in fulfilling the statutory requirement that all school districts provide instruction in the history, culture, and tribal sovereignty of the American Indian nations in the state.

- Iowa PBS is engaging teachers and partners in a new online service to create and share digital science resources for use in Iowa’s classrooms. The station’s education staff actively promote the use of educational media resources to support STEM learning at more than a dozen events reaching thousands of participants. The station also offers Young Explorers, a growing collection of videos, activities, and experiments designed for children ages 4-9 that encourage children to explore and learn more about topics connected to STEM, the arts and literacy.
- WTIU in Bloomington, IN hosts a summer tech camp, WonderCamp, for children. It introduces students to mentors and challenges them to complete exercises in storyboarding, script writing and editing.
- 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 is open to high schools statewide.
- Helping address the lack of in-person summer camp opportunities in summer 2020 caused by the COVID-19 pandemic, PBS39 (WLVT) in Bethlehem, PA, launched *It’s Camp*. The daily 30-minute program live from Valley Youth House’s Camp Fowler was designed to offer summer camp and quality education with a focus on STEM, STEAM arts, literacy, nutrition, leadership and nature. *It’s Camp* offered a virtual experience, accessible to school aged children 9-14 featuring some of the Greater Lehigh Valley’s top educational organizations.
- KQED’s *Above the Noise*, the only PBS KIDS Digital Studios series produced specifically for a middle- and high-school audience, helps students learn about both sides of debatable, trending topics. Each episode models how to ask good questions, consider solutions, and put forward an idea backed with evidence. Through KQED’s classroom platform, KQED Learn, *Above the Noise* is used in California classrooms as the basis for assignments that have students investigate topics, consider evidence, and present their findings by producing their own media.
- 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 and their families. Georgia Public Broadcasting’s Lights, Camera, Budget! is an online game designed to help middle and high school students learn, study, and review financial literacy topics while also practicing their budgeting skills.

- Arkansas PBS 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. Further, through a partnership with the Arkansas Department of Education, Arkansas PBS 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. Even with no state funding for early childhood education resources, Montana PBS serves as the best available resource for parents and caregivers. The station also provides professional development for rural teachers to help integrate education technology into the classroom.

In addition, CPB provides additional targeted funding to local stations that help scale the reach of unique and successful educational resources in local communities. In 2020, CPB provided nearly \$1 million in innovation grants to develop new educational media. Current examples of this funding support to stations include:

- Iowa PBS’ Iowa Science Phenomena Project works with teachers and organizational partners to develop an online service that curates and shares a growing collection of science phenomena media for use in classrooms (Science phenomena are observable science events that can help drive student inquiry). Together, Iowa teachers and Iowa PBS build awareness of instructional strategies anchored in local science phenomena; support educators in identifying local science phenomena relevant to student interests and experiences; evaluate and enhance an online system for teachers to share their local phenomena; and implement a process for evaluating the quality of user-generated submissions.
- Connecticut Public’s use of “Thinkalong,” an interactive online program that leverages public media journalism and education resources to introduce media literacy, critical thinking, and the practice of civil debate to middle school-age youth, utilizes curated resources from PBS, NPR, Connecticut Public and other public media stations across Connecticut in its outreach to middle schools, middle school teachers, parents, and out-of-school programs serving middle school-age youth.
- In Bowling Green, KY, WKU Public Broadcasting, in partnership with the Western Kentucky University Suzanne Vitale Clinical Education Complex, established the David Brinkley Student Employment Fellowship Program for WKU students with autism spectrum disorder (ASD). CPB funding also provides WKU Public Broadcasting with an opportunity to learn from the students' neuro-diverse perspectives on how to generate content for and by individuals with ASD. WKU Public Broadcasting will evaluate ASD inclusion efforts, determine the best practices for integrating ASD employees into the station’s local workforce, and scale efforts to other businesses and organizations.
- In Philadelphia, WHYY’s Pathways to Careers created a virtual specialized training program during the pandemic for 20 students to help them advance their media skills and learn how to market themselves as freelancers. The summer program, building on a

WHYY Media Labs pilot project, allows youth to put their media skills directly into action as they pitch work, get feedback on drafts and rough cuts, and ultimately see pieces published through the media organizations with which WHYY works. WHYY provided the students with equipment including cameras, microphones, and tripods, which the students can keep, helping them launch their own freelance businesses.

At-Home Learning During the COVID-19 Pandemic

Providing proven, educational content to underserved communities is core to public media's mission. In response to pandemic sheltering in place orders, classroom disruptions, and barriers to learning, public media stations in all 50 states are leveraging investments in public media content, services and technology to offer educational resources for students, families and teachers. This is especially valuable for students who do not have reliable access to technology or broadband Internet.

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

In Southern California, beginning in April 2020, PBS SoCal, KCET, and KLCS partnered with the Los Angeles Unified School District (LAUSD) to develop and broadcast a programming schedule designed to support learning for children in grades Pre-K through 12th grade. These televised programs are critical in bridging the equity gap in distance education because cable and Internet access among low-income families is low. The At-Home Learning broadcast serves over 200,000 daily viewers in 140,000 homes in the Los Angeles area.

Following suit, stations in 47 states adopted the At-Home Learning model to address equity concerns and distance learning needs of local students and educators. The Texas Education Agency (TEA) and Texas PBS stations partnered on a joint initiative to air state curriculum-aligned, educational programming across the state during the pandemic. The initiative supports the TEA's efforts to promote distance learning, regardless of Internet access. The free service reaches 96 percent of Texas students.

“This joint initiative between TEA and PBS stands to benefit all students as they work each day to navigate uncharted waters and continue to do their best to learn and grow as students and individuals. While we’re living through uncertain times, we are thankful to have PBS commit itself in such a meaningful way to serve the needs of communities across our state. We are all in this together, and our friends at PBS understand and exemplify that.” - Texas Education Commissioner Mike Morath.

As stations continue to work with local and state education agencies, many have modified the At-Home Learning broadcast to include localized and curated content schedules that contain

programs aligning more closely with local textbooks. For example, Vegas PBS launched a statewide website for parents that culled engaging educational modules from its online resources to support At-Home Learning. Extensive communications with teachers and educators have led to nearly 14.75 million instructional interactions with the station's broadcast and online content. Vegas PBS is currently working with Hoover Dam, the Las Vegas Philharmonic, and the Boys and Girls Clubs on innovative projects to jointly produce educational virtual tours, concerts and camps for children.

On public television, PBS, PBS KIDS and WORLD channels are delivering more than 335 hours a week of formal instructional programming to support At-Home Learning. WORLD Channel, the national public media broadcast and web-based platform from GBH, is broadcasting a daily, five-hour At-Home Learning Service for students in grades 6-12. Sixty-three stations in 35 states are offering the WORLD Channel's At-Home Learning. The service offers a lineup of science, history, and English language arts programming with related learning assets from PBS LearningMedia. Many public television stations are aligning the PBS LearningMedia content to their state's curriculum standards.

“The first thing that came to mind was all the parents and students who do not have unlimited access to data plans and the Internet; but, RSU TV is free and can be accessed by almost everyone regardless of where they live or their economic status. We feel like RSU TV is the best option for us to reach a maximum number of households with the least amount of stress on our families. RSU TV also gives us a chance to showcase our amazing teachers to the community.” – Oklahoma Sequoyah Superintendent Dr. Terry Saul

Further, 32 stations in 16 states are working with local teachers to produce and broadcast instructional segments and lessons from the state's leading teachers. These services bring instructional continuity and increased access and opportunity to students across viewing areas. Idaho Public Television is partnering with the Idaho State Department of Education and Idaho Business for Education to broadcast Classroom Idaho: Learn @ Home. Each weekday morning, the station airs classroom instruction for grades 3-6 taught by Idaho teachers. The lessons are available in playlists for students on Idaho PTV's YouTube channel.

Many stations have also developed online services to offer 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 and educators wanting to tailor content to the unique learning needs of their students.

New Jersey Public Media (NJTV), in partnership with the New Jersey Education Association and the New Jersey Department of Education, launched NJTV Learning Live. Host Kimberly Dickstein Hughes, 2019-20 NJ State Teacher of the Year, is joined by several of New Jersey's best public school teachers in teaching on-air classes for grades 3-6. Further, NJTV provides educational kids programming for free over-the-air, as well as access to PBS LearningMedia.

“This is a great example of how New Jerseyans are coming together, from educators to broadcasters, to help improve student learning throughout the state.”- New Jersey Education Commissioner Lamont Repollet.

In response to the COVID-19 school closures, in April 2020, South Carolina Educational Television (SCETV) partnered with the South Carolina Department of Education to begin a pilot project that uses public television’s broadcast spectrum to deliver digital educational content directly to student homes in areas that are unserved by broadband. Using this model, educators can easily transmit state standard-aligned content via the public television spectrum to connected student devices that mimics what is available to students with broadband access. Of the 56.6 million school children in the United States, approximately 20 percent lack access to broadband connectivity. Through datacasting, educators can reach students in areas unserved by broadband to ensure they have all the tools necessary for effective remote learning.

“South Carolina’s digital divide has unfortunately made remote learning for students and educators in our rural areas difficult. Until we can bridge this gap, we must continue to be innovative in pursuit of our shared goal of ensuring students and their families have the tools and resources needed to be successful. I appreciate SCETV’s commitment and willingness to explore every available option.” - South Carolina Superintendent of Education Molly Spearman

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

Since 2012, CPB has provided funding for the development of PBS LearningMedia. PBS LearningMedia is an example of multimedia content that is leveraged for Pre-K and K-12 formal education purposes by building video resources for teachers to supplement their own instruction. The service brings together the best of public media, delivering tens of thousands of research-based, classroom-ready learning resources—videos, interactive materials, lesson plans and images—to supplement and enrich classroom instruction for nearly 40 million students. Nearly 1.8 million teachers and users have registered to access PBS LearningMedia's critically acclaimed 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.

“PBS LearningMedia empowers students to explore independently, at their own pace, which helps build their confidence and desire to succeed. – Mallory Mbalia, a kindergarten teacher in Wake County, NC

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 knowledge across four subjects—science, math, English language arts, and social studies. Students who engage with PBS LearningMedia content outperformed state assessment norms by 11 percentage points, and 56 percent of students showed a gain in critical thinking skills.¹⁶ Further, teachers used PBS LearningMedia digital resources to make student

¹⁶ https://bento.cdn.pbs.org/hostedbento-prod/filer_public/value-pbs/Infographics/PBS-Education-Infographic.pdf

learning more active, collaborative and engaging. This leads to improved critical thinking in the classroom, increases classroom resources, and more ways to use technology and individualize instruction.

“As a homeschool parent, PBS educational materials have been a wonderful treasure, breathing life into nearly every topic. Thank you!” – Jane Wells

PBS LearningMedia includes more than 4,000 science, technology, engineering, and mathematics (STEM) resources, funded in-part by CPB through grants to local public television stations, helping 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, 3rd and 4th Grade Teacher from Oklahoma City, OK

Today, more than 150 local public television stations in every state and territory provide a highly localized PBS LearningMedia experience in their communities, underscoring their significant role as community builders and local leaders in education. In addition, local member stations use PBS LearningMedia to provide professional development for educators statewide. By providing educators with the tools and training they need to integrate educational media into classroom instruction effectively, public television stations have a direct impact on teacher and student success.

“I want to thank PBS for their continued support for teachers and their classrooms. Because of your support and offering cutting edge professional development, I have gone on and completed my masters.” – Brenda Eve, Jupiter Christian School, Jupiter, FL

CPB’s funding for PBS LearningMedia has supported the development of content and interactive lessons. PBS LearningMedia proved to be especially valuable during the COVID-19 pandemic. As schools closed, the use of PBS LearningMedia hit record-breaking numbers in March, April and May 2020, with more than 7.5 million users during those months. It was double the number of users in the three months prior and double the average monthly users compared to the previous 12 months. PBS LearningMedia again surpassed two million users per month in fall 2020 and winter 2021, which was approximately one million per month for the same timeframes a year prior. In addition to teacher use, student use is growing with triple the number accessing and registering on the platform from September to December 2020 as compared with the same time period in 2019.

Many public media stations continued their At-Home Learning services through summer and fall 2020 to help prevent a pronounced summer and COVID-19 learning loss. With funding support from CPB, WNET-TV in New York produced and distributed nationwide, CAMP TV, a daily broadcast series that provided a virtual summer camp experience to elementary school students. CAMP TV was a limited broadcast series (one hour daily for four weeks) featuring content from leading educational, arts, and cultural organizations, including museums, libraries, nature centers and performing arts centers. With literacy skills tending to erode during summer vacation, WNET included many reading activities. Keeping with the long-held library tradition of summer

reading challenges and book clubs, CAMP TV features daily read-alouds, including segments in which librarians read excerpts from books, discuss themes, and feature comments from kids.

“Learning Adventures” (Electronic Field Trips)

Technology allows students to go on field trips without having to leave their desks. Learning Adventures, which are also known as electronic field trips, began as over-the-air TV broadcasts. but today are distributed solely through the Internet. Each “adventure” transports students from classrooms and home learning environments to historic times and places throughout the country. Each field trip has specific content partners who provide access to their resources, historic 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 questions.

Alabama Public Television (APT) has created more than two dozen [Learning Adventures](#) that have garnered more than 3.9 million participants in the live events and have more than 165,000 streams from their archived field trips. In the 2019-2020 school year, APT’s electronic field trips provided students the opportunity to learn about the women’s suffrage movement through the “Unstoppable: The Road to Women’s Rights” field trip. Other field trips include: “Artistic Roots: Alabama’s Creative Culture” to the Birmingham Museum of Art; “Mission Control: Human Spaceflight” and [Alabama’s historical archaeological sites](#) including Moundville, The Poarch Band of Creek Indians Archives, Old Mobile and Old Cahawba.

APT’s Learning Adventures” received 34 national and state awards, including one National Association of Broadcasters Celebration of Service to America Award, seven Southeast Emmy Awards, eight National Association for Educational Telecommunications (NETA) Awards, 16 Telly Awards and two Awards from the Alabama Broadcasters Association.

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 succeed in school, career, and life. The American Graduate initiative was designed to connect the mission and capacities of public media—its local stations and national organizations—to increase awareness, understanding and access to solutions.

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

Since the initiative launched in 2011, more than 125 public media stations have participated in American Graduate, broadcasting more than 20,000 hours of inspirational stories to increase understanding and highlight solutions to the high school dropout problem. Further, stations have presented the stories of more than 9,000 local American Graduate champions—those caring, adults who are helping students succeed. In addition, stations have convened more than 2,000 teachers nationwide to discuss what teachers need to support their students on the path to graduation.

In January 2019, Civic Enterprises analyzed the National Center for Education Statistics' district-level graduation data with an overlay of where CPB's American Graduate initiative is active. The results are impressive. Over 88 percent of the communities in which public media stations have worked on the high school dropout crisis have seen an increase in their 4-year graduation rate. Specifically, American Graduate communities have seen an average 9.7 percent increase in their graduation rate, compared with the national average of 5.5 percent.

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

American Graduate Helps Close the Skills Gap

In 2017, the Bureau of Labor Statistics reported that there were six million unfilled jobs in critical, high-demand fields due largely to an imbalance between workers' skills and available jobs. Anthony Carnevale of the Georgetown University Center on Education and the Workforce found that "educational pathways are largely disconnected from the job market, which inhibits students' ability to see their future career pathways."

In 2018, CPB and *American Graduate* responded to this issue by starting to raise awareness and understanding about the skills gap, and the essential education and training needed for the high-demand careers of today and the future. Public media stations are addressing the nation's workforce skills gap by partnering with businesses, education, and workforce-related organizations; convening gatherings with partner organizations; creating content about the state of the workforce; highlighting career pathways; and telling stories of job opportunities and skills required to meet local industry needs.

- The Ohio Collaborative (CET, ideastream, and WOSU) hosted a live digital forum "Talking Jobs with Ohio's Next Governor," featuring their gubernatorial candidates, Richard Cordray (D) and Mike DeWine (R). The candidates answered questions from young Ohioans about jobs and career opportunities. The collaborative also recently launched a new series titled "From Here to Career," which features young people sharing their journeys from school and training programs to quality employment.
- Connecticut Public facilitated a town hall for business leaders to share what success looks like for those who enter high-demand skilled pathways and discussed the negative perceptions using data and storytelling. In addition, Connecticut Public pursued stories of up-and-coming young talent in their new video series, "[Making the Future](#)." Complementing the videos are online resources for parents, educators, and students to help identify career options in advanced manufacturing. The station also produced a two-part series highlighting healthcare careers titled "A Path Forward."

- Kentucky Educational Television (KET) created Workplace Essential Skills – an online instructional system utilizing videos, interactive learning tools and quizzes to guide learners and provide them with a completion certificate. Soft skills instruction in reading, writing and math content is presented with real-life work examples and videos. KET has launched courses in Healthcare, Manufacturing, Transportation/Logistics, Construction, Information Technology, Marketing, Sales & Service, Hospitality and Tourism.
- Nine Network in St. Louis, Missouri produced a business town hall in partnership with Bank of America. The town hall focused on innovative solutions to the unique challenges St. Louis faces in developing a skilled workforce to fill the high-demand talent pipeline. The program included perspectives from industry leaders, educators, economists, as well as workforce success stories and pathways to careers. Nine Network also hosted a panel discussion with local businesses, community college and school district leaders about the “State of the Workforce 2020 – Living St. Louis Special.”
- Idaho Public Television produced “Journey to Education,” a digital series that raises awareness of different paths young adults can take to further their education and find success in their chosen career. Partners include the State Board of Education, Idaho Career and Technical Education, Idaho Businesses for Education, Strategies 360 and the State Department of Education through the College Access Challenge Grant Program.
- WXXI-TV in Rochester, New York, helps audiences explore career options by raising awareness of successful career pathway opportunities offered in the region. A sampling of local partners includes the New York State Education Department, Adult Literacy agencies, Finger Lakes STEM Hub, Finger Lakes Advanced Manufacturing Enterprise, Monroe Community College’s Economic and Workforce Development Center, Rochester Mini Makers Faire, the MAGIC Center at RIT and Workforce Development Boards.
- KUEN-TV (Utah Education Network) in Salt Lake City, Utah, aims to improve capacity for Utah learners to make well-informed decisions by reducing the stigma of technical education and working with local partners to address the skills gap. KUEN features online courses in partnership with Vegas PBS and WHRO in Norfolk, Virginia, to create career-focused interstitials and update its UtahFutures portal with job comparison capabilities. Local partners include the Governor’s Office of Economic Development, the State Department of Heritage and Arts, the Department of Workforce Services, the State Board of Education and the GEAR UP program.
- Alaska Public Media (KAKM) brings awareness to the state of the workforce through a multiplatform promotion of Alaska’s unique culture and infrastructure by highlighting change-makers and solutions, and hosting community events focused on problem solving, innovation and skills gap training. Local partners include the Anchorage Economic Development Corporation, the University of Alaska Workforce Programs, Cook Inlet Tribal Council and Best Beginnings.
- Alabama Public Television produces local content, and partners with business, education, and workforce-related organizations to highlight the state of the workforce and career

pathways. Further, it connects job seekers with public media resources through a needs assessment, provides information on job opportunities and skills required to meet local industry needs, and collects data for local and national impact measurement and reporting. Local partners include Alabama Community Colleges, the State Department of Labor, Alabama Technology in Motion, the Alabama Technology Network and the David Matthews Center for Civic Life.

- Vegas PBS has partnered with Nevada Career Explorer to create a website that features current job postings, average wages, and other career insights. This resource allows students to take control of their future by helping them explore in-demand jobs, learn about the income potential and educational requirements. Vegas PBS has restructured the American Graduate homepage on its website to highlight industries such as Aerospace and Defense, Construction, Information Technology, Manufacturing and Logistics, and Health and Medical Services.
- WHRO in Hampton Roads, Virginia produced a social media series entitled “Work Like a Girl” to create awareness of the great opportunities for young women in skilled careers.

Recently, CPB has supported national programming such as:

- *Journey to Jobs*. WNET, in New York, created a documentary, that can be localized by stations, focusing on solutions to the skills gap and other barriers to employment for youth/young adults, returning veterans and adults in career transition. *Journey to Jobs* includes content from fifteen public television stations across the country.
- *FRONTLINE: In the Age of AI*. This two-hour FRONTLINE special investigated the rapid developments in artificial intelligence and the race between the United States and China to gain domination in a technology field that is changing the nature of work and how economies function. The November 2019 broadcast was one of FRONTLINE’s most viewed programs, reaching more than 2.2 million viewers. The film was also streamed 3.9 million times, making it the third most-streamed FRONTLINE program of all time.
- *Future of Work (w.t.)*, WGBH (Boston) is producing a multi-part broadcast and digital series on the complex issues facing those entering today’s labor force, those displaced from traditional jobs, the role artificial intelligence will play in the future to reduce manual labor or rote tasks, with increased value being placed on intrinsic human skills and the effect COVID-19 has had on employment. *Future of Work* will include a multimedia engagement plan, “Rethinking Work” (w.t), will provide ten \$5,000 subgrants to stations for engagement with their communities that will complement American Graduate: Getting to Work.

As part of public media’s rapid response to the COVID-19 pandemic, including the physical closure of schools, training centers and higher education institutions, CPB provided funding support to GBH for a ten-part series, “Career Hacks” to support the emerging young workforce whose first experience in the workplace might be virtual. Younger job seekers and workers may have savvy technical skills but are not necessarily adept at presenting themselves and interacting

in the workplace professionally. “Career Hacks” provides young people with accessible video resources to guide them through the unanticipated challenges of job searching, interviewing, and work.

Lifelong Learning

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

- Arkansas PBS provided more than 50 hours of professional development training for 600 teachers statewide last year.
- In Jacksonville, FL, WJCT’s Radio Reading Service serves individuals in Northeast Florida and Southeast Georgia who are visually impaired and print challenged. This closed-circuit radio station broadcasts commercial-free readings of local and national newspapers, magazines, books, and more 24 hours a day, seven days a week. Founded in 1993, it remains the only service of its kind on the First Coast.
- KQED in San Francisco created KQED Teach, an online professional development learning platform that supports educators’ growing media literacy needs by helping them develop the media skills necessary to bring media production to their learning environments. The courses are free and self-paced.
- Kentucky public radio provides its content, staff and technical support free of charge to the Central Kentucky Radio Eye, a non-profit reading service that serves more than 9,000 blind and physically disabled listeners statewide. Radio Eye airs a locally produced broadcast in which volunteers read local, state, and regional newspapers and magazines. The service also broadcasts health and exercise programs.
- Kansas University’s “The Audio-Reader Network” is a reading and information service broadcast by public radio stations to blind, visually impaired, and print disabled individuals in Kansas and western Missouri. Service volunteers read daily newspapers, magazines and best-selling books on the air and the Internet, 24 hours a day. Audio-Reader also offers automated newspaper readings by telephone. Services are provided free of charge to anyone unable to read printed material.
- Vegas PBS (Las Vegas) hosts and maintains the Described and Captioned Media Program, 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 reports.

- East Tennessee PBS broadcasts weekly shows aimed at helping adults prepare for their GED exam and provides participants with a set of companion study books at no cost.
- 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 and certifications and GED testing. The station offers 450 online, instructor-led certification courses with more than 126,000 people completing one of the courses. An independent economic impact evaluator, Applied Analytics, estimated that the station’s local annual wage impact was over \$3.6 billion—predominantly centered in low-income ZIP codes where educational access was a barrier to success. Vegas PBS is the single largest career instructor in the state of Nevada.
- PBS NewsHour Student Reporting Labs (SRL) connects youth with public media in meaningful and substantive ways. The program’s video journalism curriculum, teacher professional development and mentorships produce unique video stories that explore how national issues affect local communities. SRL works with schools, stations, and students in 46 states to create content for national broadcast and online platforms. SRL operates local labs at 150 sites across the country, over 70 of which are at Title 1 schools. Student-produced content has appeared on 47 local public media station social, digital and broadcast platforms, and on 48 national NewsHour evening broadcasts.
- Sun Sounds of Arizona, a service of KBAQ and KJZZ, provides audio access to print information to people who cannot read or hold print material due to a disability. Sun Sounds broadcasts the reading of more than 200 local and national publications 24/7 from studios in Tempe, Flagstaff and Tucson. Hundreds of trained volunteers do all the reading.

Serving Diverse Communities Authentically and Building an Inclusive Society

In the words of the Public Broadcasting Act, one of public broadcasting's greatest priorities is to address “the needs of unserved and underserved audiences, particularly children and minorities.” CPB’s commitment and funding for diverse filmmakers and storytellers spans decades and has resulted in content that educates, informs, and inspires mutual understanding and respect.

One fundamental way CPB meets the needs of diverse communities is by providing funds to five entities that make up the National Multicultural Alliance (NMCA): Center for Asian American Media (CAAM), Latino Public Broadcasting (LPB), Black Public Media (BPM), Pacific Islanders in Communications (PIC) and Vision Maker Media (VMM), as well as other producers providing unique programming for radio listeners. In February 2021, CPB announced that each of the five public media organizations forming the National Multicultural Alliance (NMCA) will receive a \$500,000 funding increase starting in FY 2021. CPB’s support helps these organizations provide much-needed content about diverse communities, created by diverse filmmakers, to the public television system and viewers across the country. The increased support for the National Multicultural Alliance will build on that foundation and ensure that public media’s content reflects the broadest range of cultural and social perspectives.

CPB support to local public media stations allows stations to elevate the diverse voices of their communities through inclusive content and engagement. CPB provided funding for the expansion of Move to Include, a successful initiative developed by WXXI and the Golisano Foundation that promotes inclusion in all facets of life for people with intellectual and physical disabilities. Six public media stations across the country participate in the initiative by producing and curating content that encourages dialogue about disability issues. Wherever possible, these stories will be informed by people with disabilities, and will give voice to people with disabilities, encouraging them to tell their own stories.

Further, CPB provides Community Service Grants to 76 minority public radio stations and provides additional support to these radio stations through funding to Native Public Media, and for UnderCurrents as well as for other organizations that provide stations with additional capacity. These organizations assist stations with fundraising, programming, and other efforts to enhance public service to diverse communities. Funding for these stations' services provides additional capacity to stations operating in unique and challenging environments. For example, in Native American communities, CPB provides community service grants to 36 local public radio stations that transmit tribal culture and languages, electoral information, health and economic news, and serve as emergency lifelines. Tribal lands are among the most remote and least connected areas in the nation. Without CPB's grants to stations such as these, many Americans would lack access to information and basic educational services.

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

- GBH's Next Generation Leadership Program, the Firelight Documentary Lab for diverse and emerging media makers, and the Jacquie Jones Memorial Scholarship Fund to support media projects created by diverse filmmakers.
- WNYC's "Werk It" podcast festival, which aims to increase the number of women hosts in public radio, and Talent Quest, which discovered Glynn Washington, host of *Snap Judgment* that airs on over 250 public media stations.
- Association for Independents in Radio's (AIR) mentorships, fellowships, seminars, and New Voices scholarships, which connect early-career and professional content creators to professional development opportunities.
- Public media participation in industry conferences such as the National Association of Latino Independent Producers (NALIP) Media Summit and AFI Docs, which bring together diverse content creators and industry leaders to explore trends in media and filmmaking.

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

- Urban Alternative public radio. With support from CPB, Chicago Public Radio implemented a new format in its Vocalo programming stream in 2007 to connect with young, multicultural audiences through an appealing mix of new and local music complemented by fresh on-air talent, community engagement, and community-based programming. CPB also supported the

launching of this format in Denver (KUVO/The Drop), Norfolk (Blazin' Hot 91) and Houston (KTSU's The Vibe).

- Audio content for young and diverse audiences. Latinos make up nearly half of the Los Angeles region. With CPB support, Southern California Public Radio is developing new ways to reach younger, Latino audiences by increasing Latino on-air hosts, producers, and production staff. LAist Studios, SCPR's podcast development and production division, is empowering up-and-coming content creators to produce innovative, on-demand content and engage audiences seeking connection, information and entertainment. CPB also supported the development of SCPR's daily two-hour public affairs program Take Two.
- A collaborative reporting project tracking the young Latino electorate ahead of the 2020 national election called, *Every 30 Seconds*. The news collaborative reported on the issues, influences, concerns, and challenges driving decision-making and turnout among young Latino voters across the United States. Stations that contributed to *Every 30 Seconds* included: KERA in Dallas, KJZZ in Phoenix, KPBS in San Diego, KUOW in Seattle, WABE in Atlanta, WLRN in Miami, and WUNC in Chapel Hill.

CPB's television programming funds also support the work of an independent television service as provided for in the Public Telecommunications Act of 1988. With this funding, the Independent Television Service (ITVS) provides independent producers with financial, production, and promotional support for their projects which, in turn, provides non-fiction broadcast and digital programming to the public media system. ITVS curates the primetime broadcast series Independent Lens, public television's largest showcase of original documentary films, and expands the documentaries' impact through targeted engagement strategies.

Supporting Diverse Communities During the COVID-19 Pandemic

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

- Black Public Media (BPM) held two "COVID-19 & the Black Community" town hall virtual events. The first, in collaboration with FRONTLINE, covered public health in Black communities, centering on testing, Black essential workers, and communications. The second town hall focused on Black creative economies, highlighting talent development, and cultural institutions' response.
- BPM compiled a list of emergency relief resources for filmmakers and storytellers of color.
- Latino Public Broadcasting (LPB) and PBS presented American Portrait: Somos Testigos (We are Witnesses), a virtual professional learning session in April 2020. Presented in Spanish by Puerto Rican educator Glenda Lozada, the online session focused on how educators can leverage technology to bear witness to events around the world and in their local communities.

- In connection with the CPB-funded series *Asian Americans*, the Center for Asian American Media (CAAM) and Asian American community leaders hosted a digital town hall exploring how lessons from Asian American history can help people understand the experiences of Asian Americans during the COVID-19 pandemic.
- Pacific Islanders in Communications (PIC) created COVID-19 resource pages with funding initiatives, helpful tools, templates, and videos.
- Vision Maker Media partnered with PBS LearningMedia to bring Native American storytelling and content into family homes, with curated lesson plans and discussion guides free for online use.
- With CPB support, Native Public Media (NPM) implemented a targeted public health campaign. The campaign focused on eliminating disinformation regarding the coronavirus pandemic, distributing life-saving information to one of the most vulnerable populations in the country, and educating Tribal Nations on the COVID-19 vaccine. NPM provided financial support and guidance to the 36 CSG-qualified Native public radio stations to produce and broadcast public service announcements and other relevant content.
- American Public Media's Research Lab provides comprehensive, ongoing analysis of national and state-based data regarding the race and ethnicity of COVID-19 deaths. Since its launch, the site has quickly become the top-viewed page ever on PMResearchLab.org, and the analysis has been cited in the New York Times, the Atlantic, Vox.com, The Hill, Miami Times, Minneapolis Star Tribune, the Minnesota Spokesman-Recorder, Minnesota Public Radio, WUWM (Milwaukee), the Canadian Broadcasting Corporation and beyond.
- NPR reporting on the Black community includes early findings that suggested racial disparities in COVID-19 death rates, job losses among people of color during the pandemic, and interviews with faith leaders about existing inequalities that the pandemic exposed.
- WCLK-FM, the jazz station licensed to HBCU Clark Atlanta University, is delivering daily interstitials about COVID-19. The station's talk show, *The Local Take*, has engaged community leaders in conversations about faith, civil rights, voting rights, mental health, the local economy, and homelessness during the pandemic. Atlanta-based clergy have offered words of encouragement during WCLK Gospel programming, Joy in the Morning. The station also aired a four-part series, *Real Money – Real Talk: Powering Through the Pandemic* that featured practical steps to empower listeners with the tools and resources to help them navigate and even prosper through these tough times.
- The Radio Bilingüe National Latino Public Radio Network provides coverage of the COVID-19 public health pandemic, including regular extended hours of the weekday, national *Linea Abierta* "open-line" news-talk show, and many additional weekly public service programs and short educational messages in Spanish, English and Mixteco.

Topics include: the needs of low-income Latinos regarding preventing infection spread, advice from medical and science experts, sheltering orders, job loss, sick leave, access to health care, unemployment eligibility, job protection for essential workers, food insecurity, eviction and relief packages.

- The CPB-funded America Amplified is a community engagement journalism initiative involving public media stations across the country. In response to demand for up-to-the-minute answers to questions about the coronavirus, many newsrooms within America Amplified's collaborative built COVID-19 blog pages and digital posts answering the most frequently asked questions from their communities. America Amplified works with stations to translate that content into Spanish.
- The NPR podcast *Code Switch* spotlighted the surge in xenophobia due to COVID-19. *When Xenophobia Spreads Like A Virus* facilitated a nuanced, national conversation regarding firsthand experiences of coronavirus-related racism.
- NJ Spotlight and NJTV News, through a partnership with NJ News Commons, are distributing their pandemic reporting to local newsrooms across the state, some of which serve specific minority communities. NJTV and NJ Spotlight translate some of their pandemic coverage into Mandarin and Korean, which are the third and sixth most spoken languages in NJ, respectively, and distribute them through local ethnic media groups.
- Native America Calling, the weekly national call-in show produced by the Koahnic Broadcast Corporation, airs programming that examines the coronavirus' impact on Native populations. Topics have included: how to separate fact from misinformation about the pandemic; the effect on Native businesses; emergency declarations and lockdowns by tribes ranging from the hard-hit Navajo Nation to the Hopi Reservation and Pine Ridge Reservation; the crisis-related collapse of rural air service that Alaska Native communities rely on for daily necessities; and how the allocation of state and federal relief funds may impact the ability of Native communities to respond to the crisis.
- KOSU-FM (Oklahoma) hired an Indigenous Affairs reporter who is reaching out to the state's indigenous community members to record audio diaries and is covering how the Tribes are uniquely responding to the pandemic. The station is sharing this coverage with KCNP-FM, the public radio station licensed to the Chickasaw Nation.

Developing Civic Leadership through Journalism

Today, the challenges we face require both innovative thinking and application as well as effective collaboration. Community organizations, especially those in rural communities, turn to public media to raise awareness, inform through fact-based reporting, and inspire local solutions. In many communities throughout the country, public media stations are the last locally operated and controlled media outlets. National news organizations often overlook heartland America except in times of natural disaster or human tragedy, but local public media stations devote themselves to telling the stories of hometown America every day.

The exceptional journalism that public media provides, including local news and documentaries, requires financial support. Stations face a trade-off – the more fact-based, local journalism they produce, the less they have available to spend on other services such as educational engagement and infrastructure maintenance. CPB’s FY 2022/2024 request will help stations continue producing local news and information on community issues, thereby developing the best possible, sustainable outcomes. Examples of such efforts include:

- Lakeland Public Television in Bemidji, MN, provides the only locally produced television news program originating in the rural area of North Central Minnesota.
- Georgia Public Broadcasting airs *Primetime Lawmakers*, a nightly television program covering the annual Georgia Legislative session. Interested Georgians can also watch live streams of the House and Senate sessions at the website www.gpb.org/lawmakers.
- Public radio in Arizona supports various programs and initiatives to reach the many diverse, local cultures around the state. The stations broadcast in different languages and service the following reservations: Navajo, Hopi, White Mountain Apache, Hualapai, Havasupai, Yavapai, and Paiute, as well as urban Native Americans.
- Boston’s 89.7 GBH Radio strives to make local connections with its news and talk programming that examines public policy, cultural changes and civic engagement. Each week, GBH Radio broadcasts 15 hours of original programming that brings a wide range of local voices and opinions to their listeners.
- KET (Kentucky), with support from the Foundation for a Healthy Kentucky, produces *Health Three60* and KET special reports examining the unique factors affecting teen health today, including bullying, testing pressure, substance abuse and more.
- 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 essential for a thriving democracy.

CPB further supports many of the major public media news producers, including *PBS NewsHour*, *FRONTLINE*, *Washington Week*, *Native National News* and NPR.

Local and Regional Journalism Collaborations

CPB funding is a driving force in the growth and innovation of public media journalism. Public media’s mission is to deliver value to the American people in the form of content that gives them the information they need to understand our changing world, raise their families, teach their children, improve their communities, spark intellectual curiosity and enhance daily life. With the reduced capacity of local newspapers and the diminished footprint of commercial broadcast journalism, there is a widely recognized gap in local reporting and editorial standards.

Meanwhile, public media stations added more than 1,100 journalists to local staffs during the eight years before the COVID-19 pandemic.

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

A February 2019 Knight Commission Report on Trust, Media and Democracy recognizes public media's successful role in national-local journalism. It stated, "These regional collaborations among news entities in the public broadcasting field are valuable. It is now time to bring the learning from the current regional-local initiatives to an alliance for national-local collaborations. By partnering national and local public broadcasters, this initiative would enhance the public broadcasting model by further expanding local news coverage and by giving national organizations greater ability to cover local aspects of larger stories."¹⁷

In the last three years, CPB has helped launch five regional collaborations, creating 25 newsroom positions, including seven editors. These collaborations increase local journalism capacity by allowing public radio and television stations to better coordinate and share their reporting expertise and resources to undertake ambitious journalism projects in multimedia formats. The collaborations also contribute stories to national public media programs such as *PBS NewsHour* and NPR's *Morning Edition* and *All Things Considered*.

The ongoing collaborations are:

- [Ohio Valley ReSource](#) - Seven public media stations in Kentucky, Ohio and West Virginia cover economy, energy, environment, agriculture, infrastructure, the opioid epidemic and health in the Ohio Valley region. Louisville Public Media is the lead station.
- [Illinois Newsroom](#) - Seven public media stations in downstate Illinois focus on political issues, education, agriculture, health and the environment. Illinois Public Media (WILL-Urbana) is the lead station.
- [Alaska's Energy Desk](#) - Five Alaska public media organizations focus on statewide energy issues and rural coverage. KTOO Public Media (Juneau) is the lead station.
- [Elemental: Covering Sustainability](#) - Five stations in Arizona, California and Colorado created a news service covering emerging solutions to water resources, renewable energy, and urban challenges. Arizona PBS (Phoenix) at Walter Cronkite School of Journalism and Mass Communication is the lead station.

¹⁷ Knight Commission on Trust, Media and Democracy, *Crisis in Democracy: Renewing Trust in America*, Washington, D.C.: The Aspen Institute, February 2019.

- [California Dream](#) – Four stations and the non-profit newsroom CALMatters.org created a statewide, multiplatform news service focusing on statehouse coverage, the economy, and quality of life. Southern California Public Radio/KPCC (Los Angeles) is the lead station.
- [Kansas News Service](#) – Four stations provide a statewide news service with a focus on statehouse politics, health, education, natural resources, rural life and agriculture. KCUR (Kansas City) is the lead station.
- [Mountain West News Bureau](#) – Six stations in Idaho, Colorado, Nevada, Wyoming and Utah focus on natural resource management, Indian Country, public lands, small towns and the rural West, and expanding growth in cities. Boise State Public Radio is the lead station.
- [StateImpact Pennsylvania](#) – Four stations provide a statewide news service on the energy industry and environmental impact of production. WITF (Harrisburg) is the lead station.
- [Indiana Public Broadcasting News](#) - Nine public media stations in Indiana form a statewide news network to cover government and politics; economics and business; environment and energy; health, science and technology; and education. WFYI (Indianapolis) is the lead station.
- [New England News Collaborative](#) - Eight public media stations in Massachusetts, Maine, New Hampshire, Connecticut, Vermont and Rhode Island focus on energy, climate, transportation, infrastructure, and immigration in the six-state region. Connecticut Public Broadcasting Network (CPBN) is the lead station.
- [Texas Newsroom](#)- Four major public radio stations (Dallas-Fort Worth, Austin, San Antonio, and Houston) coordinate and edit multi-station and statewide reporting projects and establish the infrastructure to organize editorial resources from public broadcasting newsrooms across Texas.
- [California Newsroom](#) – Public radio stations across California are teaming up with NPR on a regional newsroom collaboration to increase coverage of statewide issues and boost reporting from and for underserved regions across the state.
- [Gulf States Newsroom](#) – Public media stations in Alabama, Louisiana and Mississippi share resources and reporting, covering regionally important stories on health care, criminal justice, economic justice, and more. The collaboration aims to better serve the existing listeners while making a multi-platform push to reach new, diverse audiences.
- [Midwest Regional Newsroom](#) – All 25 public radio stations in Kansas, Missouri, Iowa and Nebraska serving some 63 cities have access to content produced by the Midwest regional newsroom, led by the four largest public radio stations in the region.

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 collaborations, CPB has invested more than \$39.6

million since 2009 to help launch 38 local, regional and single-topic collaborations as well as joint regional newsroom operations. These partnerships connect 150 public media stations in 42 states, providing the basis for a vibrant multimedia network of journalism.

As journalism capacity expands, public media needs to attract new editorial leaders from outside the system and better develop potential leaders inside the system. As public media upholds high editorial standards and engenders ongoing communication among local/regional/national editorial leadership, stations must bring in new editorial leaders that reflect the great diversity of the American people. In FY 2021, through the Arizona State University Walter Cronkite School of Journalism and Mass Communication for the Editorial Integrity and Leadership Initiative (EILI), CPB continued to provide support for a program designed to strengthen the knowledge and skills of public media journalism's editorial leaders. In an age of rapid technological disruption and decreasing trust in journalism, EILI developed news leaders who embrace the urgency of innovation while upholding public media's highest editorial standards. The first 100 journalists selected for the program came from 42 states. They serve rural towns and large metropolitan areas and represent public media newsrooms, large and small.

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

Local and National Journalism During COVID-19 Pandemic

CPB's deliberate investment in local and regional journalism enabled public media journalists and stations to uncover the specific and unique ways the pandemic and related economic crisis affected communities. Public media newsrooms quickly became frontline local news providers, with public media reporters filing critical stories about how COVID-19 is affecting communities that include large populations of people of color. News stories range from examining the existing inequalities that exacerbate the pandemic in communities of color to access to federal aid.

- Vegas PBS produces *Nevada Week*, which has distinguished itself with a series of COVID-19 programs covering topics and including guests that have been overlooked in other media. A series of informational spots is created from the programs broadcast throughout the week. To produce the show, Vegas PBS had to purchase new equipment and software that will allow multiple remote guests to participate in interviews and conversations at the same time. These new production approaches also facilitate social distancing protocols for the production staff.
- KUAC FM (Fairbanks, AK) provides locally produced, daily newscast reports on the pandemic, along with PSAs on safety and hygiene and State of Alaska Health Mandates. The locally produced programs [Northern Soundings](#) and *Northern Soundbites* feature longer, in-depth conversations with experts about these tumultuous times.

- Floridians rely on [The Florida Channel](#) (headquartered at WFSU-FM/TV - Tallahassee) to bring them live broadcasts of important meetings, hearings, and events in Tallahassee. The Florida Channel also provides live feeds of the Governor’s COVID-19 briefings and press availabilities. The briefings are broadcast and carried on Facebook.
- Lehigh Valley Public Media/PBS39 and WLVR (Bethlehem, PA) broadcast a weekday [Community Update on Coronavirus](#). Health professionals, business leaders, and a variety of other experts come together to answer questions live on-air, providing local and regional coronavirus information that concern the community.

Public radio’s digital audiences grew tremendously at the beginning of 2020, and station websites, streams, and on-demand audio have continued to serve a highly elevated audience in 2021. At the beginning of the pandemic in 2020, station website audiences grew 250 percent due to Americans urgently looking for updates on how coronavirus was affecting their localities. Across digital platforms, public radio stations provided coronavirus live blogs, links to local resources, press conferences, updates to stay-at-home orders and vaccine availability. Now after more than a year of those efforts, these new audiences have continued to increasingly engage on public radio websites. In fact, local public radio station websites continue to see a faster growth rate than local news sites overall. By the end 2020, public radio stations’ average monthly users were up by 31 percent year on year, average monthly loyal users grew 41 percent, and monthly newsletter traffic increased 67 percent. Also, public radio station streams set new records for weekly audiences during 2020. Stations of all sizes and formats are seeing growth in this turbulent time.

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 partner locally with educational, business, philanthropic and community leaders who see public broadcasting’s ability to strengthen our nation.

Every day, public radio stations offer listeners the opportunity to discover, learn about and enjoy new music selections, genres and artists—including local musicians, emerging artists and regional genres heard only on public radio platforms. Across the United States, 734 public radio stations, reaching 20.5 million listeners weekly, feature music as a primary or significant part of their formats. These stations offer in-studio interviews and performances, in-community performances, classroom music education, instrument donation drives, and other educational and cultural activities in their communities. Public radio supports local artists and the local music economy while also fulfilling its unique mission of providing community service, education, and culture. During the COVID-19 pandemic, numerous public radio stations aired virtual music concerts and festivals to support local arts, artists, and community organizations.

In January 2021, CPB renewed its funding support for American Homefront – an award-winning public media journalism collaboration focused on the lives of military personnel, veterans, and their families. American Homefront chronicles the challenges and successes of the American military, emphasizing the changing nature of military service and the transition of recent veterans into civilian life. Station partners include WUNC-FM (Chapel Hill, NC), KCUR-FM (Kansas

City, MO), WSHU-FM (Fairfield, CT), KPBS TV/FM (San Diego, CA), WUSF-FM (Tampa, FL), Texas Public Radio (San Antonio, TX).

In fall 2021, GBH (Boston, MA) will premiere a 4-hour primetime PBS special, digital series and podcast on the veteran experience and identity titled, “AMERICAN VETERAN.” It seeks to help bridge the military-civilian divide by presenting compelling and relatable stories to broad audiences about veterans’ experiences, survival, and memory, creating opportunities for dialogue and deeper understanding.

In 2021, Firelight Films, the award-winning production company committed to making films about pivotal events, movements and people in American history, will partner with public media stations to present the latest film from Stanley Nelson, *Creating A New World: The Transatlantic Slave Trade*. This four-part television series on the transatlantic slave trade will explore aspects of an enterprise that populated continents, transformed economies, and shaped the modern world. A robust education and community engagement plan will supplement the broadcast project.

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

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

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

In January 2018, StoryCorps launched “One Small Step,” which was designed to help bring together a politically divided United States by recording conversations between people with different political viewpoints, empowering participants and the people who hear these conversations to remember our common humanity and convince the country that it is our patriotic duty to listen to others. And when the coronavirus pandemic necessitated the suspension of in-person interviews in March 2020, support from CPB allowed StoryCorps to rapidly innovate its StoryCorps Connect platform to conduct virtual interviews for the very first time,

enabling StoryCorps to continue its core programmatic activities and counter social isolation through meaningful conversation.

Americans value content from their public media system that enlightens, inspires, educates, and entertains – one that presents ideas and information in a balanced, trustworthy way. In 2020, public media programs won 10 of the 30 Peabody Awards, and CPB-supported public media organizations won 284 Regional Edward R. Murrow Awards, including the lion’s share of awards presented in the radio categories by the Radio Television Digital News Association. In addition, public media’s *This American Life* received the first Pulitzer Prize for audio journalism.

In February 2021, PBS KIDS was again ranked as the number one most trusted educational media brand compared to a range of other broadcast and cable networks. With over 80 percent of all U.S. households watching PBS every year and with more than 36 million public radio listeners a week, public media is strongly delivering on its mission.

Coming Home: Connecting to Community

The CPB-supported “Coming Home: Connecting to Community” is a public media collaboration that celebrates the people, culture, and stories of rural America through authentic local voices and talent. Harnessing the power of public media through a national/local network of storytellers, producers and distributors, public media stations are elevating stories about what home means, the contributions and significance of America’s small towns, and the shared values across communities. Working with local community partners, public media can uniquely preserve community stories about traditions, aspirations, struggles and what it means to be an American. In 2020, CPB provided grants to ten public media stations serving rural communities to increase local capacity in digital storytelling, community engagement, and content development for potential national and regional distribution on PBS, PBS Digital Studios, World Channel or American Public Television. The funding assists local stations working with new local producers, filmmakers, and storytellers to share their perspective on rural life in America. Participating stations include Idaho Public Television, Iowa PBS, KWSO (Warm Springs, OR), Louisiana Public Broadcasting, Nebraska Educational Television, North Country Public Radio (Canton, NY), Pioneer PBS (Granite Falls, MN), South Carolina Educational Television, South Dakota Public Broadcasting and WHRO (Norfolk, VA).

Over the past two years, CPB has also supported documentaries and podcasts such as:

- *Monrovia, Indiana* illustrates how values like community service, duty, spiritual life, generosity, and authenticity are formed, experienced, and lived alongside conflicting stereotypes in a small town.
- *The Providers* explored the relationship between healthcare professionals, their patients, and their community in rural New Mexico.
- *Portraits & Dreams Revisited* looked back at the family and rural life of children in a coal mining region in the mountains of eastern Kentucky.

- The *Black in Appalachia* podcast challenges misconceptions of Appalachia by highlighting how Black families have shaped and have been shaped by the region. Through historical and contemporary stories of people, places, and experiences, hosts Enkeshi El-Amin and Angela Dennis interrogate what it means to be Black in Appalachia, creating space where under-told stories can be heard and Black identity can be reclaimed.
- The *Middle of Everywhere* podcast shares big stories from the small places called home with rich examples of tribalism and kinship, skepticism and idealism, defeat, and triumph. Hosts Ariel Lavery, a transient American who has settled in small town Murray, Kentucky, and Austin Carter, a Murray and rural- life native, take the pulse of an overlooked geographic news region. They provide a connection for those who have left, but still identify with small towns, and explore the growing appeal of rural life.
- *The Modern West* podcast takes listeners on a sound-rich journey into some of America's most iconic landscapes to discover the people and places shaping the American West's present and future.

Emergency Alerting and Public Safety Communications

Locally managed and operated public media stations are trusted partners with public safety officials, working with law enforcement, schools, businesses, and others to provide real-time support in times of crisis. Since September 11, 2001, CPB has invested in building local station capacity to assist emergency service providers. Currently, in many states and local communities, public media stations' digital and broadcast infrastructure provides the backbone for emergency alert, public safety, first responder and homeland security services. Additionally, PBS WARN uses the public broadcasting interconnection system and member stations' broadcast infrastructure to provide an essential distribution path for the Federal Emergency Management Agency's (FEMA) nationwide Wireless Emergency Alert System. Wireless Emergency Alerts (WEA) are emergency messages sent by authorized government alerting authorities to cell phones. The WEA system relies upon public broadcasters to ensure delivery of messages that include imminent threats to life and safety, AMBER Alerts, and Presidential Alerts during a national emergency.

Through innovative partnerships, public media stations customize the use of their infrastructures to support public safety in a variety of other critical ways. Examples include equipping police cars with the ability to receive school blueprints when a crisis arises, providing access to 24/7 camera feeds for public safety challenges, connecting public safety agencies in real time and much more. Many stations serve as their states' primary Emergency Alert Service ("EAS") hub for weather and AMBER Alerts. 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 a hurricane evacuation]? Public radio became the answer. Have you ever noticed the evacuation signs on the interstate or highways, do you always notice what's at the base of that? It's a radio station, right? Every one of them is a public radio station. Florida public radio network got together and said, 'we'll be that voice

when people evacuate' to give them updated information about what's going on, but more importantly where they are going ... The only signal that can get through in a disaster is a radio signal ... that radio may save your life."
--Craig Fugate, Former Administrator of the Federal Emergency Management Administration

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

The FCC's Communications, Security, Reliability and Interoperability Council's (CSRIC) Working Group 2, June 2018 final report on "Comprehensive Re-imagining of Emergency Alerting,"¹⁸ referenced earlier, identifies three ways NextGen TV, and specifically public television, can support and improve emergency alerting. Section 6.4 of the Report states:

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

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

- WHUT-TV in Washington, DC partners with the U.S. Park Police to distribute helicopter and other video services during large-scale events in the city. This work has been critical during Presidential inaugurations, the Fourth of July and other events.
- Leveraging the TV broadcast "one-to-many" multicast delivery, Houston Public Media (KUHT) can support an unlimited number of public safety users with minimal bandwidth concerns. The station can deliver secure, encrypted IP data to targeted, multiple users while continuing its television broadcast service. For example, with this targeted, encrypted data delivery system, police can watch a helicopter aerial feed, firemen can watch a dashboard camera, another entity can send building blueprints and television

¹⁸CSRIC Final Report on "Comprehensive Re-imagining of Emergency Alerting." June 2018
<https://www.fcc.gov/files/csric6wg29junereportcomp.pdf>

viewers can watch a program all at the same time. Houston Public Media has provided these resources to several local and national public safety officials during numerous events in the last several years including the Republican Primary Presidential debate in Houston, the Final Four and Super Bowl sporting events, and Hurricane Harvey.

- The Florida Public Radio Emergency Network (FPREN), a collaboration of 13 public radio stations headquartered at the University of Florida’s WUFT-FM/TV in Gainesville, provides statewide multimedia updates during hurricanes or other emergencies to stations across the state, their websites, social media channels and on mobile devices via the Florida Storms app. The free app provides geotargeted information such as live hurricane forecasts, evacuation routes and shelter details, in addition to live streaming the closest Florida public radio station — a particularly valuable feature for those evacuating from one part of the state to another.
- South Carolina Educational Television (SCETV) entered into a partnership with FPREN and launched a new emergency preparedness/weather tracking initiative called the SC Emergency Information Network (SCEIN). SCETV serves as the liaison with the South Carolina Emergency Management Division, producing and coordinating the Governor's live briefings on all its channels. SCETV is the media agency of record for the state’s Emergency Management Division.
- Ohio Educational Television Stations, Inc., in partnership with the Ohio Emergency Management Agency (EMA) and the state’s Broadcast Educational Media Commission (BEMC), began an initiative to strengthen the state’s emergency messaging infrastructure. They created Ohio Digital EAS (OEAS), an alternative, secure IP-based delivery system for the dissemination of emergency information to the public and first responders utilizing all 12 of Ohio’s public television stations that reach virtually all 11.5 million Ohioans. The focus of the project is to provide an alternative pathway to deliver all existing EAS, IPAWS (Integrated Public Alert & Warning System) and National Weather Service emergency messages for distribution to the public. It aggregates all emergency messaging that originates from the Federal Government or inside the state of Ohio, originating from the state EMA headquarters in Columbus.
- Through three CPB grants to NPR, 73 public radio stations across 23 states can provide text alerts and graphic alerts to listeners and viewers before, during, and in the aftermath of emergencies. These emergency messages can be heard and seen in cars—on smart radios through “connected car” devices, HD radios, Radio Data System displays, and online audio streaming on tablets and laptops. Since 2016, six California public radio stations (Capital Public Radio, KCBX, KCRW, KQED, KPCC and KPBS) have tested the use of MetaPub alerting during the state-run Great California ShakeOut earthquake drills. Another 32 public radio stations across 10 Midwest states vulnerable to tornadoes received the hardware, software, and training to connect with MetaPub. The third grant helped enable alerts at 35 stations along the Gulf Coast and southeastern United States, in areas prone to hurricanes.

- The first MetaPub alert for a non-weather event was issued by WVIK-FM, in Rock Island, Illinois. The station, which serves the Quad Cities area, alerted listeners and viewers to COVID-19 information.
- A grant from CPB to NPR has enabled the Public Radio Satellite System (“PRSS”) to assemble and test three portable transmitter kits and two portable studio kits that can be shipped quickly in emergencies to public radio stations that have suffered damage to their facilities or that are unable to use their facilities. This loaner equipment will assist stations in continuing or restarting broadcast operations in the event of natural or other disasters, such as tornadoes, hurricanes, floods, wildfires, mudslides or chemical spills.
- 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.
- Two of the CPB-funded emergency transmitter kits were sent to stations in California that have been under threat from wildfires. In California, two Fresno-area stations – KFCF-FM and KVPR-FM – each requested emergency transmitters, antennas and masts in September 2020 as flames closed in on both stations’ transmitter sites. While the fires did not reach their sites, having the emergency equipment on standby was “absolutely critical for peace of mind,” said KVPR President and General Manager Joe Moore.
- MontanaPBS is working with the Montana Governor’s office in Helena, the offices of the Montana National Guard and Department of Emergency Services at Fort Harrison, 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, providing service to more than 95 percent of the Montana population, to distribute critical public safety messages and information during an emergency.
- Tennessee public television stations WKNO, Memphis; WLJT, Lexington; WNPT, Nashville; WCTE, Cookeville; East Tennessee PBS, Knoxville; and WTCI, Chattanooga; use part of their broadcast spectrum to deliver encrypted videos, files, alerts and other data (datacasting) to officials statewide, as needed, during emergencies and natural disasters.
- Vegas PBS is airing a variety of PSAs between programs, covering topics including personal safety messages about hand washing and social distancing. The station is also running spots by local organizations that provide information about where and how to access food, medical, mental health, legal and financial assistance services. More than 100 public service messages air each week.

Public Media in the Larger Media Landscape

This request comes at a time of media fragmentation and technological transition, 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.

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

Over the past 50 years we have been early adapters, anticipating and responding to the changing ways Americans choose to receive media. What has not changed is our commitment to high-quality content and services that improve the lives of all citizens, that honor the stories of our country, educate our youngest citizens, and deliver lifelong learning to all Americans. CPB's appropriation will help the public media system respond to the quickening pace of technological change and the ever-evolving ways Americans are consuming and engaging with media.

ATSC 3.0 (“NextGen TV”)

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

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

There are five principal public service benefits of NextGen TV: interactive educational children's programming; public safety; telemedicine; accessibility; and visual enhancements that together with various other benefits will broadly enhance the reach of public broadcasting and access to its noncommercial services. By creating the opportunity for interactive broadcast programming, NextGen TV creates the possibility for children's television programming to incorporate activities that reinforce the learning objectives of that educational content.

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

The FCC's Communications, Security, Reliability and Interoperability Council's (CSRIC) Working Group 2 June 2018 final report on “Comprehensive Re-imaging of Emergency

Alerting”¹⁹ identifies three ways NextGen TV, and specifically public television, can support and improve emergency alerting. Section 6.4 of the Report provides an example of how a public television station can use the new broadcast standard to improve emergency alerting:

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

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

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

For public television to provide these expanded public services, stay relevant, competitive and viable, stations will have to undertake this costly technology transition. A January 2018 report prepared for CPB by Meintel, Sgrignoli and Wallace, stated, “As with any new technology migration, there will be a need to acquire new equipment and integrate that new equipment into an existing operational TV broadcast plan.” There are a variety of new technologies being adopted in ATSC 3.0 that are not backward-compatible with existing infrastructure at a typical TV station.²⁰ Advanced Television Systems Committee Inc. reports that it will cost a station between \$300,000 and \$4 million to transition to the new broadcast standard, depending on the station’s current infrastructure.²¹ This broad range of potential costs depends on how new station equipment is and if it can be easily updated for ATSC 3.0. Unfortunately, many public television stations have been forced to push their infrastructure and equipment beyond its optimal end of life due to financial uncertainties. As a result, the upgrade to ATSC 3.0 may be on the higher end of this range.

Providing resources that foster technical innovations is a critical part of CPB’s leadership role in the system. Public media stations and national organizations are continually innovating, using new platforms and technologies to ensure high-quality content is reaching all Americans

¹⁹CSRIC Final Report on “Comprehensive Re-imaging of Emergency Alerting.” June 2018
<https://www.fcc.gov/files/csric6wg29junereportcomp.pdf>

²⁰ ATSC 3 Digital Television Implementation for Public Television. Dennis Wallace, MEINTEL, SGRIGNOLI, & WALLACE, LLC. January 31, 2018.

²¹<https://www.tvtechnology.com/news/noland-details-atsc-30-transition-costs-for-public-tv-stations> February 23, 2021

however they choose to access media. Unlike commercial entities, CPB has a responsibility to serve Americans who do not have access to or cannot afford broadband service, and to those who cannot afford the latest technology or a cable or satellite subscription. This is especially true as the technology gap between urban and rural communities continues to grow. As media and technology evolve, CPB must strategically invest so that public media's content is available to all Americans free of charge and free of commercial influence, wherever and however they choose to consume it.

Public media stations will continue to meet the challenges of the rapidly changing media environment and the needs of the American people, but success will not occur independently. Increased financial support from the federal government is critical in maintaining a vibrant public media system.

Collaboration and Capacity Building

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

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

Building on this work, CPB continued its assessment of the system's digital infrastructure needs, expanded content creation capacity, supported the development of different digital services, provided station managers with expertise to help them lead their stations in the digital era, and supported them in super-serving local and national audiences with content experiences across digital platforms. To date, CPB supported stations and system-wide projects include:

- More than 200 stations have participated in a digital capacity and technology infrastructure maturity assessment. The project identified and analyzed both public media's infrastructure current and future needs and evaluated public media's readiness to serve the American public's changing media consumption patterns. Based on the findings and recommendations from this project, stations and national organizations are working collaboratively to build out and deploy system-wide infrastructure solutions for a shared technical foundation. This will strengthen the technology foundation for public media's digital future to meet the anticipated and evolving audience needs as well as enable the use of data to inform business and content decisions and strategies.
- Staff at 75 PBS stations participated in a six-month immersive professional development initiative. Through in-person and virtual sessions, participants gained expertise in digital audience development, platform strategies, and data analytics and metrics. An expanded

program launched in 2020 is projected to reach 85% (129) of PBS stations and 340 participants by 2022.

- Eight stations including WFYI in Indianapolis, IN; KUED in Salt Lake City, UT; KLRU in Austin, TX; WCVE in Richmond, VA; WPT in Madison, WI; GPB in Atlanta, GA; Cascade Public Media in Seattle, WA and WMHT in Albany, NY, hosted training workshops for their staff and nearby public media stations to learn directly from digital and social organizations on how to create content in formats that work best across digital platforms. More than 320 public media employees across the country participated in these workshops.

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

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

Conclusion

More than 50 years after the passage of the Public Broadcasting Act, this uniquely American public-private partnership is keeping its promise to the American people by providing a safe place on-air and online where children can learn; providing high-quality educational content for teachers in the classroom, learners at home and on the go; and providing reliable and trusted news and information. Public media is clearly making a difference in the lives of individuals and communities across the United States as a trusted provider every day, including in emergency situations.

Private donations and existing funding sources can and do help defray costs for the much-honored programs of public television and radio—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 the universal access to which the Public Broadcasting Act aspires.

We ask Congress 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 digital platforms.

Response to House Committee Report 116-450, Continued Access to Public Broadcasting

House Committee Report 116-450 states, “*Continued Access to Public Broadcasting*.—The Committee recognizes the importance of continued access to public broadcasting in local communities. The Committee encourages federally-funded public radio stations to engage in public-private partnerships with state and local entities, including nonprofits, in this effort. The Committee requests CPB include in its fiscal years 2022/2024 Congressional Budget Justification information on how public-private partnerships may be used to ensure continued access to public broadcasting in underserved areas.”

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

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

The Public Broadcasting Act limits the federal share of the total revenues for public broadcasting to 40 percent. This cap was enacted not only to protect against undue governmental control, but also to act as a guarantee of continuing support. With a stable and continuous source of federal funds, it was felt that public broadcasting would be able to leverage additional donations from other sources. Historically, the federal share of funding has never approached the 40 percent envisioned in the Public Broadcasting Act. After reaching its highest peak of 18.8 percent in 1994, the federal share has declined to approximately 13.1 percent in FY 2019. In large part, this is a testament to public broadcasting’s success in leveraging the federal appropriation. However, federal funding remains an irreplaceable part of the fabric of the national-local, public-private partnership that is the foundation of public media’s success.

Response to House Committee Report 116-450, Diversity and Inclusion

House Committee Report 116-450 states, “*Diversity and Inclusion.*—The Committee recognizes the importance of diversity and inclusion in television and radio programming. The Committee requests CPB include in its fiscal years 2022/2024 Congressional Budget Justification information on its diversity and inclusion efforts, including programming supported by funding from the Corporation, as well as professional development opportunities and services for individuals from underrepresented communities.”

Public media stations and national organizations are trusted providers of news, educational and cultural programming that serve our diverse nation and help inform civil discourse, which is essential to American society. One of public broadcasting's most important priorities, as reflected in the Public Broadcasting Act, is to address “the needs of unserved and underserved audiences, particularly children and minorities.” CPB supports and encourages the development of content that addresses the needs of these audiences and is committed to maintaining a public media system that draws on a broad range of cultural and social perspectives of the individuals who make up our nation.

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

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

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

The NMCA play a vital role within public media, within their communities, as well as in the careers of the filmmakers they support. Each Alliance member takes the needs of their community into account when developing their organizational goals and strategies. NMCA organizations provide production funding for content and are often the first funding diverse filmmakers will ever get for their project. The NMCA also help producers connect with the public media system by introducing them and their projects to local stations, PBS, and major series such as FRONTLINE, NOVA and American Experience. In this regard, the NMCA not

only helps to diversify public media's content, but they act as public media's trusted cultural navigators, providing insight into the multiplicity of perspectives that exist within their communities. For instance, Vision Maker Media works to give voice to tribes across the country, and a pillar of CAAM's work is discovering and supporting Asian American stories and storytellers from the South and rural communities.

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

Yet another distinguishing feature of the NMCA is that because there are many filmmakers that they have supported from the very early stages of their careers through to more advanced levels of executive producing, they are able to enlist the support of filmmakers they have mentored over the years in mentoring others.

Through CPB's longstanding support, the National Multicultural Alliance has become an important part of the public media system-- its stories and work are woven into the fabric of the system. In FY 2021, CPB increased funding to each of the NMCA members by \$500,000 which brings CPB annual total support to more than \$9 million, representing a 37 percent increase.

With the "Three D's" ever present in CPB's decision-making, the NMCA is one important way CPB invests in authentic storytelling, but it is not the only way. CPB also supports:

- The Independent Television Service (ITVS), provides independent producers with financial, production, and promotional support for their projects which, in turn, offers non-fiction broadcast and digital programming to the public media system. ITVS curates the primetime broadcast series *Independent Lens*, public television's largest showcase of original documentary films, and expands the documentaries' impact through targeted engagement strategies.
- The WORLD Channel, whose mission is to tell the personal stories behind the headlines that help us understand conflicts, movements and cultures that may be distinct from our own. The WORLD Channel is not only committed to distributing diverse content, but it also works closely with filmmakers to develop content and to provide introductions and funding where necessary;
- Radio Bilingue, the leading Latino public radio network and content producer for the public media system. Its 24-hour national satellite content service presents vibrant and diverse music and cultural programming and frequent productions promoting Latino community education, civic engagement, health and well-being;
- The Koahnic Broadcast Corporation (KBC), located in Anchorage, strives to be the leader in bringing Native voices on radio to Alaska and the nation. KBC's national

programming includes National Native News, Native America Calling, Earthsongs, Stories of Our People, and Native Word of the Day; and

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

Further, CPB provides Community Service Grants to 76 minority public radio stations and provides additional support to these radio stations with funding to Native Public Media, 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 for these stations' services provides additional capacity to stations operating in unique and challenging environments. For example, in Native American communities, CPB provides community service grants to 36 local public radio stations that transmit tribal culture and languages, electoral information, health and economic news, and serve as emergency lifelines. Tribal lands are among the most remote and least connected areas in the nation. Without CPB's grants to stations such as these, many Americans would lack access to information and basic educational services.

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

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

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

- Urban Alternative public radio. With support from CPB, Chicago Public Radio implemented a new format in its Vocalo programming stream in 2007 to connect with young, multicultural

audiences through an appealing mix of new and local music complimented by fresh on-air talent, community engagement, and community-based programming. CPB also supported the launching of this format in Denver (KUVU/The Drop), Norfolk (Blazin' Hot 91) and Houston (KTSU's The Vibe).

- Audio content for young and diverse audiences. Latinos make up nearly half of the Los Angeles region. With CPB support, Southern California Public Radio is developing new ways to reach younger, Latino audiences by increasing Latino on-air hosts, producers, and production staff. LAist Studios, SCPR's podcast development and production division, is empowering up-and-coming content creators to produce innovative, on-demand content and engage audiences seeking connection, information, and entertainment. CPB also supported the development of SCPR's daily two-hour public affairs program "Take Two."

Further, CPB's support of interconnection through the PRSS has enabled the public radio to fulfill its important mission to facilitate the cost-effective and efficient distribution of high-quality, educational programming to this country's increasingly diverse population. Specifically, PRSS provides free, or "in kind," satellite transmission services to distribute programming that targets unserved or under-served audiences, from sources who meet certain criteria established by the NPR Board, including demonstrated financial need. Currently, full-time support is given to three program service groups: Native Voice One serving Native American listeners; Satélite Radio Bilingüe, a Spanish-language service; and the African American Public Radio Consortium.

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

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

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

FY 2024 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 [2022] 2024, \$565,000,000: *Provided*, That none of the funds made available to CPB by this Act shall be used to pay for receptions, parties, or similar forms of entertainment for Government officials or employees: *Provided further*, That none of the funds made available to CPB by this Act shall be available or used to aid or support any program or activity from which any person is excluded, or is denied benefits, or is discriminated against, on the basis of race, color, national origin, religion, or sex: *Provided further*, That none of the funds made available to CPB by this Act shall be used to apply any political test or qualification in selecting, appointing, promoting, or taking any other personnel action with respect to officers, agents, and employees of CPB.

Report Language

The Committee proposes an advance appropriation of \$565 million for the Corporation for Public Broadcasting (CPB) for fiscal year 2024. 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 and terrestrial 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

For FY 2022, CPB requests a \$20 million appropriation for the further costs associated with replacing the public broadcasting interconnection system, both television and radio, and for other technologies and services that create infrastructure and efficiencies within the public media system. 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.

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 has moved to an annual, smaller, separate appropriation for interconnection. CPB worked closely with PBS and NPR on project cash-flow modeling to determine the amount needed annually to support the interconnection systems. Our FY 2022 request reflects these annual expenses and allows for CPB to invest in technologies and services that advance the public media system and benefit the American people.

Interconnection Background

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

The public television interconnection system is operated by the Public Broadcasting Service (PBS), and serves other national public television distributors, state and regional public television networks, individual public television stations, and individual producers to distribute television programming and related materials to 158 non-commercial, educational television licensees in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, and American Samoa. These licensees that hold approximately 20 percent of the Federal Communications Commission's television licenses reach nearly 100 percent of the U.S. population, from large cities to rural and tribal areas, with quality educational and cultural programming.

In addition, the public television interconnection system connects to the Public Radio Satellite System[®] (PRSS[®]) Network Operations Center (NOC) at NPR and five television joint master control facilities (two of which were funded by CPB to encourage system efficiency and consolidation of services). This 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 managed by NPR, interconnects nearly 400 stations via satellite downlinks, Internet and local connections, which provide content for nearly 1,300 stations. The system provides a common, shared platform for reliable, cost-effective distribution for all types of program providers in public radio, including NPR, PRX/Public Radio International, and American Public Media, as well as about 100 registered independent producers and distributors.

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

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. CPB, in turn, awarded grants to PBS and NPR, respectively, to design and build the interconnection systems and lease satellite transponder space.

Public Television Interconnection

As the steward of the federal appropriation, CPB seeks to ensure that federal appropriations for public broadcasting are spent in the most cost-effective and technologically efficient manner possible on behalf of the public media system and the American people. 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 several years, CPB, PBS, and public television station leadership have taken steps to deploy the most cost-effective, technologically efficient interconnection solution.

The PBS replacement for television interconnection is based on updated technology that leverages broadband Internet Protocol (IP) networks, cloud solutions and software-based architecture. These technologies provide the public television system with the ability to meet new business requirements and take advantage of innovations in content delivery.

Correspondingly, the deployment has been broken into various program parts: Stage 1, which includes transitioning the non-linear, non-real time (NRT) file delivery portion of the

interconnection system to a terrestrial, cloud-based system; Stage 2, which considers future options for the delivery of linear and live content; and later Stages to be defined as business and technology needs evolve. Each Stage uses and builds upon the previous Stage, creating an efficient and flexible interconnection infrastructure to meet present and future needs. This staged approach was one of Cognizant's recommendations and represents the expected evolution of the use of the deployed infrastructure.

To date, Stage 1 of the full NRT file delivery system is fully deployed, providing service at 172 sites. This has allowed the old file delivery system to be decommissioned, including the termination of one full transponder of satellite capacity and support contracts, realizing some of the previously anticipated cost savings.

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

Currently, PBS is working with NPR to provide terrestrial transport services to 42 public radio sites. In addition, PBS is moving forward to migrate the delivery of live/linear content from satellite to terrestrial. In Stage 2, PBS will add the ability of stations to deliver live streams of their channels to digital partners as an essential new service. This will ensure the continued relevance of public media as audiences access streamed content at rates greater than ever before.

As this work is undertaken, PBS is also mindful that significant technological developments will require infrastructure changes on the part of PBS, licensees and distributors. The broadcaster transition to the Advanced Television Systems Committee (ATSC) 3.0 digital transmission standard, approved by the FCC in November 2017, will require the interconnection system to support and deliver supplemental content and functionality, such as multicast channels and access to related information, enhanced public safety alerting, expanded accessibility for the hearing impaired, and higher quality audio and video. As part of this, an upgrade to signal processing and related technical modifications will be necessary to accommodate the distribution of media in the emerging format of 4K Ultra HD.

Public Television Interconnection Finances

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

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

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

Ongoing Maintenance and Management Services	\$50,357,258
System Deployment and Product Activities	\$8,725,854
PBS Project Staff and Contractors	\$9,427,504
Occupancy Expenses	\$603,854
<u>Indirect Expenses</u>	<u>\$1,983,038</u>
Total Grant Budget	\$71,097,509

Public Radio Interconnection

The 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 existing 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. More efficient design and improved technologies have enabled development of a cost-effective system.

Further, the number of C-Band satellite transponders has been 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. NPR also plans to continue leasing some Ku-Band satellite transmission capability from Intelsat for regional networks that require it.

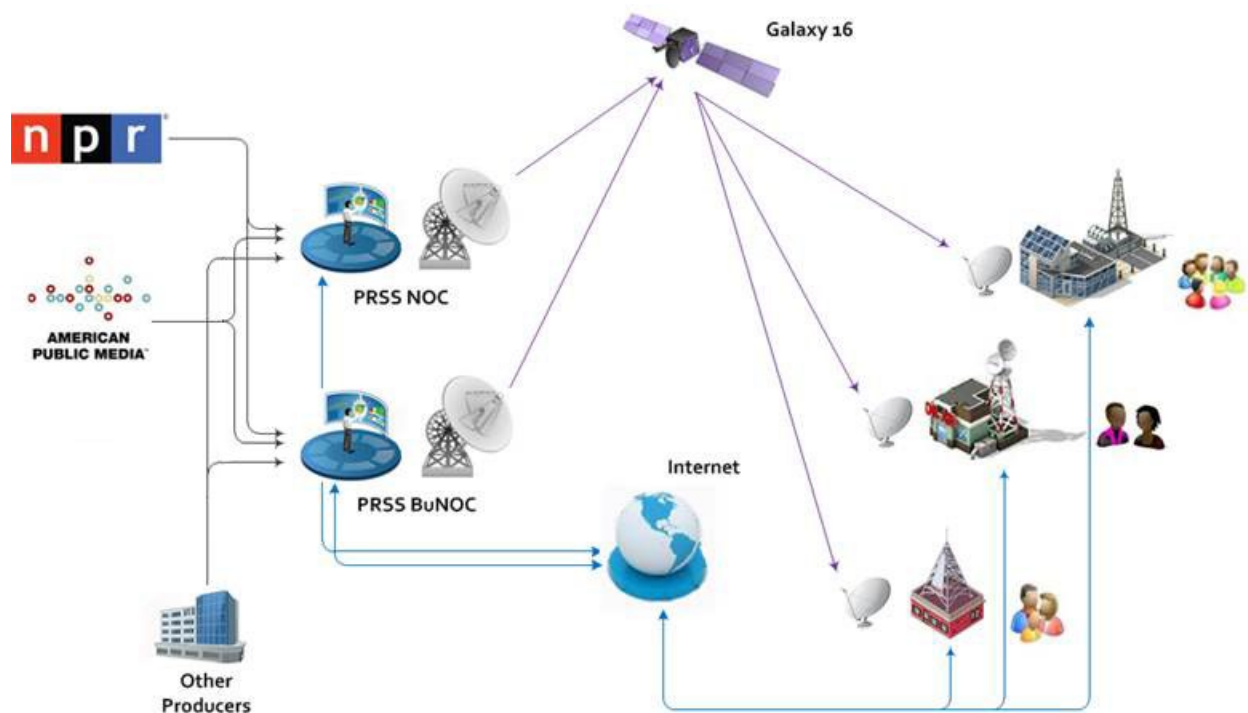
The current PRSS infrastructure distributes most content to local stations using satellite transmission capability pursuant to a lease agreement with Intelsat for one transponder on Intelsat's Galaxy 16 satellite. The term of the lease agreement is through the life of the Galaxy 16 satellite (currently projected to remain operational until about January 2029) and may be extended for the Galaxy 16 replacement satellite.

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

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

Each interconnected local station received new satellite receivers during the fall of 2020. Having more than one receiver is critical so that a receiver can act as a backup in the event of a failure. The new receivers are designed to be able to receive content via satellite or terrestrially via IP and are connected to the NOC and BuNOC. Potential new features include technologies that allow two-way communication and more efficient use of bandwidth and automation to enhance

operations at local stations. The per-unit cost of these receivers is lower than those in current use 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.



New Public Radio Interconnection System Architecture

Public Radio Interconnection Finances

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 and is 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 business recovery (BuNOC). Only two environments were budgeted in the former system, but staff realized later that two additional environments – development and business recovery – were needed to reduce the risk of broadcast failure.

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

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

Other System Infrastructure

While mindful of interconnection funding needs, CPB is also exploring investments in other technologies and services that will benefit and create efficiencies for the larger public media system. Our 2017 Digital Infrastructure Assessment recommended solutions to create more effective and efficient uses of digital platforms, services and tools in order to serve the needs of digital audiences. The elements of infrastructure and services included: technology standards, content delivery systems, customer relationship management systems and marketing platforms, donation platforms, data analytics platforms and business intelligence solutions, content management systems, identity management systems (Single Sign-on), data protection and security, and data warehousing and hosting. CPB has identified a \$45 million, five-year capital budget roadmap to buildout these capabilities to meet system capacity.

In September 2019, the CPB Board authorized an additional \$2.36 million for the development and deployment of a Single Sign-On Service and up to \$7 million for the initial development and deployment of an Enterprise Content Management System (“ECMS”) each for a period of three years.

Single-Sign-On Service

A Single-Sign-On Service will provide public media with a first level of personalization by enabling digital audience members to use the same login credentials (username and password) across public media digital platforms, national and local. This is the first step towards developing a more personalized, localized, and seamless content experience for public media’s audience – wherever they are and on whatever device they are using.

The total cost of the development and deployment of the Single Sign-On Service over three years is expected to be \$4.36 million. After this three-year period, the costs to continue the Single Sign-On Service will include license fees, technical and design support, as well as ongoing management, integration, maintenance and improvement costs.

Enterprise Content Management System (CMS)

In February 2021, CPB finalized a \$6.965 million grant to NPR to develop and deploy Phase 1 of an enterprise Content Management System (CMS) initiative across the public media system. This initiative, with support for joint licensees by PBS in future phases, will strive to unify website publishing systems across public media -- facilitating easier creation, collaboration and sharing of multimedia content among public media stations.

A Content Management System (CMS) is software that facilitates creating, editing, organizing, and publishing content. In simplest terms, a CMS is a tool that helps a content publisher or

journalist build and modify a website (or web page, mobile app) without having to write all the programming code from scratch. Instead of building a home-grown system for creating, editing, modifying and publishing web pages, including images, video, audio, and other content assets, the CMS includes the features and functionality to facilitate the management and presentation of digital content to audiences.

Historically, PBS and NPR have operated in separate technology and content delivery ecosystems. Each developed their own CMS to support their respective websites, PBS.org and NPR.org. A lack of resources and expertise at most public media stations led PBS and NPR to launch their respective system-facing Content Management Systems – “Bento” and “Core Publisher.” The goal was to help small- and medium-sized public television and public radio stations meet their content management needs and, over time, with continued development, be able to support the needs of large station operations as well. Providing CMS support to local public media stations made sense to the national organizations since it allowed stations to focus more of their time and money on fulfilling their local content creation and community service missions, instead of on technology at this level.

While the needs, goals and benefits originally envisioned by PBS and NPR continue to exist, the cost-benefit analysis for many stations running their own, independent CMS solutions is shifting as technical requirements change and audience expectations rise. They are spending significant resources to operate and maintain aging, often inefficient and not fully communicative systems with resources that can be better directed toward other critical needs and strategic priorities.

The development and deployment of an Enterprise CMS, provided and hosted by a third-party vendor for public media national organizations and stations to use will generate numerous benefits for the public media system, including:

1. Improved cost, time and workflow efficiencies for public media stations that will no longer have to maintain aging CMS systems. Stations will only be responsible for the cost of customizing the new CMS to support their unique station-specific needs. A station’s limited resources could then be re-directed towards other strategic technology, business, or content and service priorities.
2. For the first time, stations that operate both television and radio broadcasts, or joint licensees, will have a single enterprise level CMS solution provided by the public media national organizations that seamlessly serves their video, audio and journalism needs.
3. Small-and medium-sized stations will be able to enjoy the benefit of an advanced CMS system they could never afford on their own. Due to budget constraints, many stations that are not currently using either PBS or NPR’s solutions are using low-cost, mass-market CMS solutions that have limited features and functionalities that may not suit the growing digital needs of these stations.
4. A single Enterprise CMS will include custom design templates that will provide a more unified and seamless design for station websites. Stations will still have the flexibility to customize their websites to create or enhance a specific local look and feel.

5. With a single Enterprise CMS, public media organizations with significant digital audiences, in many cases, will be able to better surface local content, and more efficiently deploy services to local stations.

Future Priority- Enterprise Customer Relationship Management (CRM)

A CRM is a strategy and process technology used by companies to stay connected to its customers, streamline its processes, increase productivity, and improve its business relationships. Specifically, it manages a business's relationships and interactions with its customers and potential customers – recording contact information such as email, telephone, website, social media, other customer preferences. A CRM can also record transaction information, such as donation amounts and frequency. In addition, it can organize information to provide a complete record of contacts, allowing a business to better understand and improve its customer relationships -- capturing their interactions, and surfacing the information needed to improve engagement, affinity and member support.

Currently, there are multiple CRMs being used across the public media system, which inhibits collaboration and efficiencies. An Enterprise CRM would enable public media to deepen its relationship with its audience – users, viewers, listeners, donors and members. Forging good relationships and keeping track of the public media audience is crucial for donor/member acquisition and retention. An Enterprise CRM will allow public media to see everything about its audience/donors/members in one place -- a simple, customizable dashboard that can show the user/viewer/listener/donor/member history with public media, and more.

Key Benefits Include:

1. Substantial station savings from local CRM investment.
2. Allows membership staff the ability to focus on marketing, not technology infrastructure.
3. Allows power of data analysis to inform membership marketing strategies at scale.
4. Provides a comprehensive view of member data (eliminates radio/tv silo cultivation strategies).
5. Enables centralized support services – data analytics, marketing support, campaign execution.

Future Appropriations

As CPB plans for the public media system's larger infrastructure needs, CPB anticipates that additional, annual funding will be needed beginning in FY 2023. CPB is proud of its strategic planning and oversight in carefully stewarding taxpayer funding over multi-year contracts to benefit the public media system and, ultimately, the American people. These large, critical investments ensure that our nation's public media system is constantly innovating, taking advantage of technological and budget efficiencies, and delivering content and services to Americans when and how they choose to connect. CPB looks forward to reviewing the

interconnection and infrastructure finances with Congress in anticipation of an official future funding request.

FY 2022 PROPOSED APPROPRIATIONS LANGUAGE

Federal Funds

CORPORATION FOR PUBLIC BROADCASTING

In addition, for the costs associated with replacing and upgrading the public broadcasting interconnection system and other technologies and services that create infrastructure and efficiencies within the public media system, \$20,000,000. (Departments of Labor, Health and Human Services, and Education, and Related Agencies Appropriations Act, 2022.)

Budget Language

Interconnection—Technology and distribution systems have greatly evolved since Congress established the practice of funding public broadcasting interconnection. Recognizing technology’s power in creating further cost efficiencies across the public media system, the Committee recommendation includes \$20,000,000 for continued support of CPB in replacing and upgrading the public broadcasting interconnection system and further investing in systemwide infrastructure and services that benefit the American people.

SECTION III-- Ready To Learn Funding Request

CPB Supports a \$30 million request for Ready To Learn in FY 2022

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 request is a \$500,000 increase compared to the FY 2021 appropriation.

The \$30 million in funding will enable public media to continue, and in some areas, to expand its work in:

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

Ready To Learn--An Innovative School Readiness Solution

Across America, parents and education and community leaders recognize that high-quality early learning experiences play a vital role in improving school and career readiness prospects for our nation’s children, especially those children with the highest needs, who often stand to make the greatest gains. However, 52 percent of American children ages 3 to 4 do not attend formal preschool programs, a factor that influences socioeconomic differences in educational achievement (Annie E. Casey Foundation, 2020). Combine this situation with the fact that about 13 million American children currently live in families with incomes below the federal poverty level—a known factor that can impede a child’s ability to learn and grow in healthy ways—and

it becomes clear that fresh and innovative approaches are needed to reach and enrich children wherever they live, play and spend time in the community (Children's Defense Fund, 2020).

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. This innovative public media initiative supports the school readiness of our nation's youngest learners, ages 2-8 years, especially those who come from low-income backgrounds. This work is carried out both nationally and locally in collaboration with leading children's producers, educational technologists, researchers, local public media stations and community partners. They each play an essential role in creating, evaluating, and distributing content that helps children from low-income families achieve on an educational level of their more affluent peers. Further, new Ready to Learn content will help to expose low-income children to "World of Work" skills and careers that are more common for their affluent peers. Ready to Learn content is freely available to all U.S. households across the country.

We are proud that Ready To Learn has maintained strong bipartisan support throughout its history, including during the reauthorization of the Elementary and Secondary Education Act in 2015.

A Track Record of Success

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

This media and related resources for educators and families comprise intentionally designed collections of high-quality preschool and early elementary school 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 such as socioemotional learning and executive function.

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.

In follow-up to the 2005-2010 grant round, which focused on literacy, an independent, non-commissioned meta-analysis was conducted on the educational effectiveness of Ready To Learn literacy content (Hurwitz, 2018). This review found that children who consumed Ready To Learn-funded media gained one fifth of a standard deviation on literacy assessments, which is

the equivalent of 8 percentiles or 1.5 months of literacy development beyond typical growth.²² These effects were comparable for both television and new media. This analysis also found that Ready To Learn literacy materials were particularly effective at promoting children’s vocabulary and language sound knowledge. Significant positive effects were also found for alphabet knowledge.

In the 2010-2015 round, Ready To Learn took on the curriculum area of early math and produced major new media properties including *Peg + Cat* for preschoolers and *Odd Squad* for elementary-age students. In the 2015-2020 cycle, the focus has been on science inquiry and informational text literacy content to support new properties including the award-winning²³ *Molly of Denali* and *Elinor Wonders Why* with additional support for creating interactive experiences through programs like *The Cat in the Hat Knows A Lot About That!* and *Ready Jet Go!*, This work features universal design for learning principles to support increased accessibility for all children, as well as adaptive and interactive game mechanics that level and customize game play to meet children’s individual learning needs.

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

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

²² “Getting a Read on Ready To Learn Media: A Meta-analytic Review of Effects on Literacy,” by Lisa B. Hurwitz, 2018. She was a Ph.D. student at the *Center on Media and Human Development, Northwestern University* when she conducted this research. The study article can be found at: <https://onlinelibrary.wiley.com/doi/full/10.1111/cdev.13043>.

²³ *Molly of Denali* has won the Peabody Award for Children’s and Youth Media, the Television Critics Award for Outstanding Achievement in Youth Programming, the Kidscreen Award for Best Inclusivity and the Shorty Industry Award for Best Multicultural Community Engagement.

Denali television episodes, digital games, and resources for parents and caregivers made significant improvement in their informational text knowledge and skills.²⁴

Additionally, findings from the initiative's extensive community engagement efforts underway in 30 communities across the country revealed (EDC-SRI, 2019):

- 87% of facilitators indicated that the RTL community programs helped children feel confident that they can do science, engineering (86%) and find, use, and create informational text (97%);
- 95% of facilitators agreed that RTL community programs increased children's science skills;
- 97% of facilitators agreed that RTL community programs increased children's problem-solving skills, perseverance and determination (90%), and skills for collaboration (90%);
- 100% of those who facilitated a Molly of Denali Family Community Learning workshop reported that the program increased children's enthusiasm for finding, using, and creating informational texts, and improved children's ability to find and use information from various sources;
- 73% of parents indicated their child used more science, more often to explore, build or understand the world;
- 67% of parents reported their child was more interested in science jobs after participation; and
- 96% of parents reported they felt more confidence helping their child learn science.

The cornerstone of the success of Ready To Learn is its national-local nature. Through public television's unique national-local organization, the Ready To Learn initiative ensures broad distribution and use of proven-effective educational content through public media's free broadcast and digital pathways to every community and household nationwide. Further, through local station partnerships that provide strategically-targeted, on-the-ground outreach activities and family engagement resources, the project delivers exciting new tools to where they are most needed, particularly in low-income communities. This last-mile school readiness effort is conducted by education staff at local public media stations and local partners to better support families, teachers and community providers who work with children in home, school, out-of-school settings and now virtually due to the COVID-19 pandemic.

A Strong Evidence Base

Through every phase of development and implementation, Ready To Learn's math, literacy, and science and engineering content is rigorously tested and evaluated by experts to assess its impact on children's learning. A body of more than 100 research and evaluation studies completed since 2005, along with the above-mentioned independent meta-analysis of Ready To Learn literacy

²⁴ The efficacy of digital media resources in improving children's ability to use informational text: An evaluation of Molly of Denali; (EDC/SRI, April 2021)

content, demonstrates that public media’s content engages children and enhances their early learning skills, and that children can make significant academic gains when taught through a combination of media. See Appendix 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 evidence-based research that demonstrates the impact of this content on children’s learning. In the case of reach, Ready To Learn’s influence is significant.

Evidence of Reach for Content
(*Performance Measures, October 2020*)

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

37 millionChildren who played RTL science and literacy web-based and mobile games

9 millionRTL mobile applications downloaded

67,000.....Number of children, educators, and families that participated in on-the-ground community engagement activities implemented by stations and partners

Evidence of Learning Continues and Shapes Innovation

Ready To Learn continues to have a significant impact on children’s learning, as reported in numerous major studies conducted during both current and past rounds of the initiative. As noted earlier, this achievement was reinforced through an independently conducted meta-analysis that synthesized data from 45 evaluations of RTL literacy resources from 2005-2010 (N = 24,624 child participants) that found positive effects of RTL media exposure on young children’s literacy skills (Hurwitz, 2018). Then between 2010-2015, researchers found that children made significant gains in early math skills when they engaged with Ready To Learn’s newly produced math content and games. Today, as public media’s 2015-2020 grant winds-down, researchers continue to report evidence of children’s learning growth in science and engineering, and informational text literacy.

Across recent grant rounds, research teams have also found that RTL’s interactive content and technology resources have resulted in improved parent understanding of their children’s development, increased family involvement in educational activities at home and other informal settings, and increased parent confidence in their ability to help their children learn. These powerful findings have played an important role in influencing the development of dynamic new family, educator, and community engagement models and tools such as the initiative’s Family Community Learning workshops, Educator Community Learning workshops, and Parent Texting service.

Priorities for Ready To Learn, 2020–2025

In September 2020, the U.S. Department of Education awarded CPB and PBS a new five-year grant for Ready To Learn. The CPB and PBS proposal is a comprehensive, learning and

engagement initiative called Learn Together: Connecting Children’s Media and Learning Environments to Build Key Skills for Success. CPB and PBS are supporting the creation of dynamic, new learning experiences produced by diverse media makers that expose young children to career and workforce opportunities; helping them build vital functional literacy, critical thinking, collaboration, and “World of Work” skills and knowledge (“Key Skills”); and empowering and equipping parents, caregivers, and communities to support children’s learning and growth in these areas. Major deliverables for the five-year project will include:

- Three new multiplatform television series and connected digital experiences that build knowledge and support the development of the Project’s Key Skills in children ages two to eight.
 - Key Skills and learning outcomes:
 - *functional literacy*, focused on use and comprehension of a variety of texts and oral, written, and social communication skills;
 - *critical thinking*, focused on computational thinking, creative problem solving, and flexible thinking;
 - *collaboration*, focused on social awareness and relationship skills including perspective taking;
 - *World of Work skills*, focused on self-confidence, goal-oriented behavior, and task persistence; and World of Work knowledge, including exposure to a variety of careers and jobs.
- Four new short-form video series that support the same Key Skills, including a collection of videos that highlight real people and PBS KIDS characters in various jobs and careers.
- Innovative new media, including two new podcast series for children and families, and experimentation with new digital experiences and learning technologies that will increase reach, engagement, and accessibility of the content.
- Digital and real-world hybrid learning experiences that engage children and families around the theme, “Learn Together,” and support intergenerational and family learning at home, in virtual spaces, and in the community.
- Forty public media stations will receive grant funding to work with schools, libraries, museums, businesses and other stakeholder groups to empower the adults in children’s lives and provide the wraparound supports that enable families and children to engage in experiences that improve early learning.
- Formative testing to inform the early production phases of all broadcast and short-form series and digital games, as well as use of data analytics to iterate and improve on the media’s ability to deliver learning outcomes.
- Efficacy studies by the Education Development Center (EDC) to determine whether the Ready To Learn Initiative moves the needle for children and families with respect to building the four Key Skills and inspiring children to explore the World of Work.

Further, exploratory studies will provide new insights into the ways in which newer media and intergenerational media engagement can support children’s learning.

The COVID-19 Pandemic & Diversity and Inclusion Landscape

The Learn Together Project has been developed at an unprecedented moment in history, as the COVID-19 pandemic causes massive disruptions in American education, and national educational equity issues are amplified. America’s families, schools, and childcare centers are navigating changing conditions and an extremely challenging learning environment. CPB and PBS recognize the adversity that children, families, and educators are facing, and the barriers to learning that the pandemic as well as today’s equity and inclusion challenges have created. As a result, the Learn Together Project will fuel the development of critical learning resources for literacy and early career content that will support all children. Core components for families, caregivers, teachers and children will be co-designed based on community needs and informed by diverse advisors and practitioners who bring broad expertise and perspectives. These resources will help fill urgent needs during this uncertain time. They will also pave the way for new experiences that bolster children’s learning as the post-COVID educational environment unfolds.

FY 2022 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 2022, not to exceed \$30,000,000 is available for Ready-To-Learn Television awards.

Budget Language

Ready-To-Learn Television

Provided for in Fiscal Year 2022, \$30,000,000 for Ready-To-Learn Television 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 helps prepare children to enter and succeed in school as Congress intended.

Appendix A

CPB Office of Inspector General FY 2022 Budget

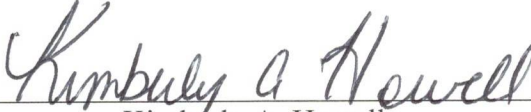
Congress established the Office of Inspector General (OIG) in the 1988 amendments to the Inspector General Act of 1978. OIG is an independent office within CPB, and the IG is hired by and reports to the CPB Board of Directors. OIG's mission is to promote the efficiency, effectiveness, and integrity of 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 2021 and FY 2022 budgets, based on CPB's projected advance appropriations for those years.

CPB Office of the Inspector General

	FY2020 Annual Budget	FY2021 Annual Budget	FY2021 Budget Increase
Employee salaries & benefits	1,562,350	1,562,350	0
Professional development/training	8,000	8,000	0
Consultant fees	25,000	25,000	0
Staff travel	70,000	70,000	0
Conference & registration fees	8,000	8,000	0
Telecommunications	6,500	6,000	(500)
Reproduction external	2,000	2,000	0
Supplies & materials	1,000	1,500	500
Furniture & equipment purchases	1,000	800	(200)
Maintenance – software	10,000	10,500	500
Delivery services	1,000	1,000	0
Membership fees	9,500	9000	(500)
Subscriptions/publications	1,000	1,200	200
Total	1,705,350	1,705,350	0

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 2021 and 2022.


Kimberly A. Howell
Inspector General

Appendix B: CPB Appropriations History

(\$ in millions)

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

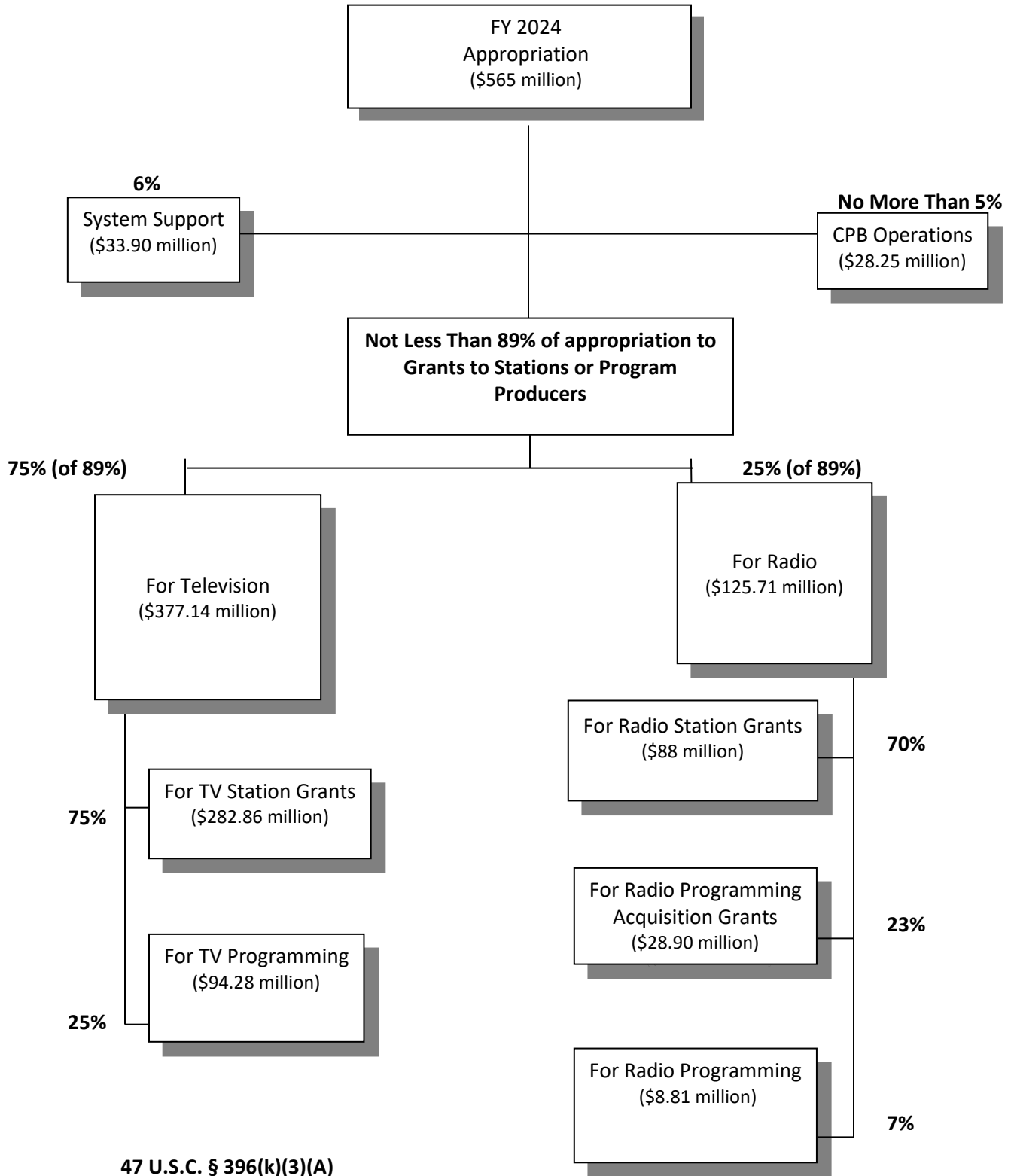
Fiscal Year	Administration Request (a)	Appropriation Received	Interconnection
1988	\$214.00	\$214.00	
1987	\$186.00	\$200.00	
1986	\$75.00	\$159.50	
1985	\$85.00	\$150.50	
1984	\$110.00	\$137.50	
1983	\$172.00	\$137.00	
1982	\$172.00	\$172.00	
1981	\$162.00	\$162.00	
1980	\$120.00	\$152.00	
1979	\$90.00	\$120.20	
1978	\$80.00	\$119.20	
1977	\$70.00	\$103.00	
TQ (b)	\$17.00	\$17.50	
1976	\$70.00	\$78.50	
1975	\$60.00	\$62.00	
1974	\$45.00	\$50.00	
1973	\$45.00	\$35.00	
1972	\$35.00	\$35.00	
1971	\$22.00	\$23.00	
1970	\$15.00	\$15.00	
1969	\$9.00	\$5.00	

(a) Values reflect the Administration's request for two-year advanced funding, i.e.: FY 2021 funding was requested in FY 2019.

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

Appendix C – Formula for Allocating CPB’s Federal Appropriation

(FY 2024 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 45 years, decisions on the amount of federal support for public broadcasting have been made two years ahead of the fiscal year in which the funding is allocated. In other words, Congress approved the FY 2022 funding level for CPB during the FY 2020 appropriations process.

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

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

Important Benefits

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

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

Lead Time. An advance appropriation also provides lengthy lead time for production of major programming. Signature series such as *The Civil War*, *Prohibition*, *The Vietnam War* and the 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 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 videotapes 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 the 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. Like its landline predecessor, the Westar I/IV interconnect system was funded through CPB’s annual appropriation.

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

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

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

“The Committee strongly believes that funding for replacement of the satellite interconnection system is essential to ensure continued high-quality service and must be authorized this fiscal year. Not only is it important to provide for continued service, but replacement interconnection facilities also could potentially support increases in program offerings and related services, more specialized programming, and expansion of service areas.” (Senate Report 100-444)

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

NPR oversaw the 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 live streaming (real-time) and file (non-real time) IP (Internet Protocol) over satellite digital distribution system called ContentDepot[®]. This system permits public radio stations to receive national distribution of radio content as digital data files. 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.

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

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

In September 2016 and June 2018, the 10-year satellite leases for public television and radio, respectively, expired and the ground equipment at stations reached the end of life. The FY 2016 Presidential Budget provided the following: \$40 million in FY 2016, \$50 million in FY 2017, \$55 million in FY 2018, and \$52 million in FY 2019. In FY 2016, CPB requested \$40 million to replace the public television interconnection system. Acknowledging that public radio had future interconnection needs and that technology 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 and received \$50 million for the public broadcasting interconnection system. Since FY 2018, CPB has requested and received \$20 million for public broadcasting interconnection and “and other technologies and services that create infrastructure and efficiencies within the public media system.” In moving to an annual appropriation for interconnection modernization, CPB and the public media system plan in three to four year stages instead of 10-year replacement cycles.

APPENDIX F

Ready To Learn Research and Evaluation Studies

August 2020

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

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

Efficacy Studies

***Molly of Denali Preliminary Report: Study 1*, (EDC/SRI, 2020)**

- Children who were exposed to Molly of Denali resources performed statistically significantly better on the Informational Text assessment than children in the control group ($p < .05$, Cohen's $d = .29$).

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

- Children in the treatment group showed a statistically significant improvement in the understanding of:
 - the role of strength and length in structure stability (e.g., bridges) ($d = .40$, $p < .001$)
 - the influence of friction on movement down an incline (e.g., ramps) ($d = .33$, $p < .01$)
- Compared to control group parents, parents in the treatment group:
 - rated their children's excitement about science higher than control parents ($d = .24$, $p < .05$)
 - reported that their children used more study-related science vocabulary in the past month than control families ($d = .18$, $p < .10$)

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

- In the *Draw a Scientist Test* and *Digital Design a Scientist Test*, children demonstrated increases in positive perceptions of science and engineering:
 - 77% of the children depicted scientists and engineers working in everyday spaces and places such as backyards and playgrounds by the end of the study rather than in stereotypical settings such as chemistry laboratories, or in fantastical settings such as

- secret locations in caves and castles, compared with 44% at the beginning of the study
- 86% of girls drew female scientists at the end of the study compared with 49% at the beginning of the study.
- In the *Nature of Science and Engineering Survey*, children from the lowest income households increased their scores the most, 12.3% compared with 6.3% of children from higher income households.

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

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

Learning Analytics Studies

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

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

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

- Compared to children in the control condition, children who played the nonadaptive version of the game performed higher on a test of knowledge about height and friction ($g = .33, p < .05$).
- Compared to children who played the adaptive game, children who played the nonadaptive reported higher levels of engagement ($d = .27, p = .04$).

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

- For the Slidea-ma-zoo game,
 - children’s performance on the hands-on performances task was positively related to the number of levels completed ($r = .24, r < .05$) and total number of correct first attempts at solving the level ($r = .32, p < .01$).

- children's knowledge of height and friction was negatively related to the mean time spent on a level ($r = -.29, p < .01$)
- children's strategy of manipulating of the slide's height or friction was related to their knowledge of height and friction ($r = .26, p < .001$).
- children who used more productive strategies to manipulate the slide, compared to children who used less productive strategies, performed higher on the hands-on performances task ($d = 1.0, p < .001$) and had higher levels of knowledge of height and friction ($d = 0.71, p = .002$).

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

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

READY TO LEARN – 2010 – 2015: MATH

Large-Scale Studies

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

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

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

- Mathematics knowledge increased significantly for children in the PBS KIDS treatment group from both low-income and higher-income families, with test scores of children from low-income families approaching the pre-test scores of children from higher-income families.
- PBS KIDS children showed statistically significant increases in their overall mathematics knowledge.

- The number of PBS KIDS children who could correctly recognize basic and advanced shapes (such as circles, triangles, and pentagons) increased.
- PBS KIDS parents' awareness of their children's mathematics learning increased, as did their use of activities and strategies to support their children's learning. Parents were also motivated to set aside time each day to do math activities with their children.

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

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

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

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

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

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

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

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

Small Studies

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

- Children who watched PEG + CAT episodes and played PEG + CAT games with minimal adult intervention over a five-week 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.

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

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

READY TO LEARN 2005 – 2010: LITERACY

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

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

Super WHY!

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

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

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

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

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

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

Super Why Summer Camp Assessment Findings (Phillips, 2008)

- Across both younger and older age groups, scores on six different literacy tasks demonstrated evidence of reliable growth from pretest to post-test. For example, *Super WHY!* viewers’ pre-

test to post-test gain on tasks that measured phonological and phonemic awareness averaged 29 percent compared with an average gain of 13 percent for children in the control group.

Martha Speaks

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

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

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

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

The Electric Company

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

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

PBS Kids Island

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

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

Appendix G- State Profiles

Public Broadcasting in **ALABAMA**

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	140
	Total Wages	\$8,917,983
	Average Annual Salary	\$63,814
<i>Public TV Stations</i>	Alabama Public Television (Birmingham)	\$2,354,616
	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	\$222,528
	WUAL-FM/91.5 (Tuscaloosa)	
	WQPR-FM/88.7 (Muscle Shoals)	
	WAPR-FM/88.3 (Selma)	
	WVAS-FM (Montgomery)	\$230,436
	WJAB-FM (Normal)	\$261,669
	WTSU-FM (Troy)	\$182,420
	WBHM-FM (Birmingham)	\$1,504,097
	WLRH-FM (Huntsville)	\$193,300
	FY2020 Alabama Statewide Total	\$4,940,034

Public Broadcasting in **ALASKA**

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	215
	Total Wages	\$13,374,819
	Average Annual Salary	\$62,281
<i>Public TV Stations</i>	KAKM-TV (Anchorage)	\$1,188,096
	KTOO-TV (Juneau)	\$1,061,988
	KUAC-TV (Fairbanks)	\$1,099,903
	KYUK-TV (Bethel)	\$1,040,850
<i>Public</i>	KBBI-AM (Homer)	\$231,225

<i>Radio Stations</i>	KBRW-AM (Barrow)	\$315,850
	KCAW-FM (Sitka)	\$239,876
	KNBA-FM (Anchorage)	\$1,300,596
	KCHU-AM (Valdez)	\$297,166
	KCUK-FM (Chevak)	\$300,166
	KDLG-AM (Dillingham)	\$304,526
	KDLL-FM (Homer)	\$207,809
	KFSK-FM (Petersburg)	\$233,341
	KHNS-FM (Haines)	\$230,772
	KUCB-FM (Unalaska)	\$297,166
	KIYU-AM (Galena)	\$297,166
	KMXT-FM (Kodiak)	\$230,571
	KNSA-AM (Unalakleet)	\$297,166
	KOTZ-AM (Kotzebue)	\$295,454
	KRBD-FM (Ketchikan)	\$234,646
	KSDP-AM (Sand Point)	\$297,166
	KSKA-FM (Anchorage)	\$363,224
	KSKO-AM (McGrath)	\$297,166
	KSTK-FM (Wrangell)	\$222,779
	KTNA-FM (Talkeetna)	\$235,496
	KTOO-FM (Juneau)	\$263,657
	KUAC-FM (Fairbanks)	\$296,095
	KUHB-FM (St. Paul Island)	\$297,166
	KYUK-AM (Bethel)	\$287,512
	KZPA-AM (Fort Yukon)	\$297,166
	KRFF-FM (Fairbanks)	\$255,635

FY2020 Alaska Statewide Total **\$12,742,429**

Public Broadcasting in

American Samoa

FY 2020

<i>Employment</i>	Public Broadcasting Employees	50
<i>& Earnings</i>	Total Wages	\$1,030,612
	Average Annual Salary	\$20,612

<i>Public</i>	KVZK-TV (Pago Pago)	\$916,149
<i>TV Stations</i>		

FY2020 American Samoa Total **\$916,149**

Public Broadcasting in
ARIZONA

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	318
	Total Wages	\$20,477,765
	Average Annual Salary	\$64,497
<i>Public TV Stations</i>	KAET-TV/Channel 8 (Phoenix)	\$2,184,174
	KUAT-TV/Arizona Public Media (Tucson)	\$1,389,421
<i>Public Radio Stations</i>	KNAU-FM (Flagstaff)	\$354,189
	KUYI-FM (Kykotsmovi)	\$300,000
	KOHN-FM (Sells)	\$337,348
	KBAQ-FM (Tempe)	\$306,126
	KJZZ-FM (Tempe)	\$664,288
	KGHR-FM (Tuba City)	\$255,635
	KUAZ-FM (Tucson)	\$477,561
	KXCI-FM (Tucson)	\$170,172
	KAWC-AM (Yuma)	\$265,244
	KNNB-FM (Whiteriver)	\$255,635
Native Public Media (Flagstaff)	\$300,000	
FY2020 Arizona Statewide Total		\$7,215,428

Public Broadcasting in
ARKANSAS

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	134
	Total Wages	\$7,186,441
	Average Annual Salary	\$53,530
<i>Public TV Stations</i>	AETN (Conway)	\$2,307,324
	KAFT (Fayetteville)	
	KEMV (Mountain View)	
	KETG (Arkadelphia)	
	KETS (Little Rock)	
	KTEJ (Jonesboro)	
	KETZ (El Dorado)	
<i>Public Radio Stations</i>	KUAF-FM (Fayetteville)	\$200,171
	KUAR-FM (Little Rock)	\$196,928
	KASU-FM (State University)	\$247,669

FY2020 Arkansas Statewide Total

\$2,952,092

Public Broadcasting in

CALIFORNIA

FY 2020

*Employment
& Earnings*

Station Employees in State	1,292
Annual Wages	\$96,269
Average Annual Salary	\$124,355,888

*Public
TV Stations*

KCET-TV (Burbank)	\$4,845,892
KEET-TV (Eureka)	\$958,387
KIXE-TV (Redding)	\$1,022,167
KLCS-TV (Los Angeles)	\$910,574
KPBS-TV (San Diego)	\$2,883,253
KQED-TV (San Francisco)	\$5,044,099
KRCB-TV (Rohnert Park)	\$600,091
KVCR-TV (San Bernardino)	\$857,295
KVIE-TV (Sacramento)	\$1,921,271
KVPT-TV (Fresno)	\$1,241,830

*Public
Radio Stations*

KHSU-FM (Arcata)	\$178,571
KCHO-FM (Chico)	\$301,148
KZFR-FM (Chico)	\$184,449
KSJV-FM (Fresno)	\$341,192
KVPR-FM (Fresno)	\$244,583
KIDE-FM (Hoopa)	\$255,635
KKJZ-FM (Long Beach)	\$181,748
KUSC-FM (Los Angeles)	\$879,523
KVMR-FM (Nevada City)	\$286,268
KPCC-FM (Pasadena)	\$1,389,813
KZYX-FM (Philo)	\$232,448
KWMR-FM (Point Reyes Station)	\$228,637
KMUD-FM (Redway)	\$227,024
KRCB-FM (Rohnert Park)	\$184,449
KXJZ-FM (Sacramento)	\$1,102,239
KXPR-FM (Sacramento)	\$325,717
KPBS-FM (San Diego)	\$667,636
KSDS-FM (San Diego)	\$214,819
KALW-FM (San Francisco)	\$298,457
KQED-FM (San Francisco)	\$2,207,470
KCBX-FM (San Luis Obispo)	\$281,780

KCSM-FM (San Mateo)	\$225,465
KCRW-FM (Santa Monica)	\$1,300,823
KAZU-FM (Seaside)	\$239,727
KCLU-FM (Thousand Oaks)	\$228,851
KXRN (Laguna Beach)	\$184,449

Other

American Film Institute (Los Angeles)	\$80,000
NALIP (Los Angeles)	\$12,500
Ctr. for Asian American Media	\$1,358,591
ITVS (San Francisco)	\$17,366,666
Latino Public Broadcasting (Burbank)	\$1,358,591
James Marshall Consulting, Inc.	\$87,000
International Documentary Association	\$25,000

California FY2020 Statewide Total **\$52,966,128**

Public Broadcasting in

CONNECTICUT

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	121
	Total Wages	\$13,083,369
	Average Annual Salary	\$107,904

<i>Public TV Stations</i>	Connecticut Public Broadcasting	\$2,259,161
	WEDH (Hartford)	
	WEDW (Bridgeport)	
	WEDN (Norwich)	
	WEDY (New Haven)	

<i>Public Radio Stations</i>	Connecticut Public Radio	\$476,091
	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)	\$159,322
	WSHU-FM (Fairfield)	\$363,759
WHDD-FM (Sharon)	\$231,738	

FY2020 Connecticut Statewide Total **\$3,490,071**

Public Broadcasting in
Delaware

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	7
	Total Wages	\$293,333
	Average Annual Salary	\$43,457
<i>Public Radio Stations</i>	WDDE-FM (Dover)	\$161,657
FY2020 Delaware Statewide Total		\$161,657

Public Broadcasting in
Washington, DC

FY 2020

<i>Employment & Earnings</i>	Station Employees in District	158
	Annual Wages	\$14,148,651
	Average Annual Salary	\$89,833
<i>Public TV Stations</i>	WHUT	\$1,392,530
<i>Public Radio Stations</i>	WAMU-FM	\$1,661,066
<i>Other Programs</i>	Capital Concerts, Inc.	\$1,358,500
	Civic Enterprises, LLC	\$63,800
	National Hispanic Foundation for the Arts	\$10,000
	FrameWorks Institute	\$5,048
	NPR	\$2,500,000
FY2020 District of Columbia Total		\$6,990,944

Public Broadcasting in
FLORIDA

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	596
	Total Wages	\$43,149,172
	Average Annual Salary	\$72,428
<i>Public</i>	WEFS-TV (Cocoa)	\$610,484

<i>TV Stations</i>	WEDU-TV (Tampa)	\$1,653,639
	WFSU-TV (Tallahassee)	\$1,950,635
	WGCU-TV (Ft. Myers)	\$1,232,583
	WJCT-TV (Jacksonville)	\$981,386
	WLRN-TV (Miami)	\$775,051
	WPBT-TV (Miami)	\$1,617,922
	WSRE-TV (Pensacola)	\$1,196,420
	WUFT-TV (Gainesville)	\$1,332,287
	WUCF-TV (Orlando)	\$1,143,287

<i>Public Radio Stations</i>	WGCU-FM (Ft. Myers)	\$276,962
	WQCS-FM (Fort Pierce)	\$203,856
	WUFT-FM (Gainesville)	\$266,564
	WJCT-FM (Jacksonville)	\$242,372
	WFIT-FM (Melbourne)	\$161,403
	WDNA-FM (Miami)	\$250,014
	WLRN-FM (Miami)	\$769,330
	WMFE-FM (Orlando)	\$358,905
	WKGC-FM (Panama City)	\$259,432
	WUWF-FM (Pensacola)	\$246,303
	WFSU-FM (Tallahassee)	\$408,941
	WMNF-FM (Tampa)	\$211,942
	WUSF-FM (Tampa)	\$588,391
	WUCF-FM (Orlando)	\$171,551

<i>Other</i>	University of Central Florida	
	Research Foundation, Inc. (Orlando)	\$21,560

FY2020 Florida Statewide Total **\$16,931,220**

Public Broadcasting in

GEORGIA

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	269
	Total Wages	\$22,380,631
	Average Annual Salary	\$83,277

<i>Public TV Stations</i>	Georgia Public Broadcasting (Atlanta)	\$3,439,064
	WGTV (Athens)	
	WXGA-TV (Waycross)	
	WVAN-TV (Savannah)	
	WABW-TV (Pelham)	

	WNGH-TV (Chatsworth)	
	WCES-TV (Wrens)	
	WACS-TV (Dawson)	
	WJSP-TV (Columbus)	
	WMUM-TV (Cochran)	
	WPBA-TV (Atlanta)	\$1,033,363
<i>Public</i>	WABE-FM (Atlanta)	\$740,071
<i>Radio Stations</i>	WCLK-FM (Atlanta)	\$321,744
	GPB Radio (Atlanta)	\$812,088
	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 Dahunega	
	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	
	FY2020 Georgia Statewide Total	\$6,346,330

Public Broadcasting in

Guam

FY 2020

<i>Employment</i>	Public Broadcasting Employees	19
<i>& Earnings</i>	Total Wages	\$986,408
	Average Annual Salary	\$52,608
<i>Public</i>	KGTF-TV (Barrigada)	\$869,217
<i>TV Stations</i>		

<i>Public</i>		
<i>Radio Stations</i>	KPRG-FM (Mangilao)	\$220,605
FY2020 Guam Total		\$1,089,822

Public Broadcasting in
HAWAII

FY 2020

<i>Employment</i>	Public Broadcasting Employees in State	74
<i>& Earnings</i>	Total Wages	\$5,683,195
	Average Annual Salary	\$76,800
<i>Public</i>	PBS Hawaii (Honolulu)	\$1,579,362
<i>TV Stations</i>		
<i>Public</i>	Hawaii Public Radio	\$423,459
<i>Radio Stations</i>	Honolulu (KHPR & KIPO)	
	Wailuku (KKUA)	
	Hilo (KANO)	
	KKCR-FM (Princeville)	\$184,449
<i>Other</i>	Pacific Islanders in Communications (Honolulu)	\$1,358,591
FY2020 Hawaii Statewide Total		\$3,545,861

Public Broadcasting in
IDAHO

FY 2020

<i>Employment</i>	Public Broadcasting Employees in State	160
<i>& Earnings</i>	Total Wages	\$9,565,711
	Average Annual Salary	\$59,692
<i>Public</i>	Idaho Public Television (Boise)	\$1,997,386
<i>TV Stations</i>	KAID-TV (Boise)	
	KCDT-TV (Coeur d'Alene)	
	KIPT-TV (Twin Falls)	
	KISU-TV (Pocatello)	
	KUID-TV (Moscow)	
<i>Public</i>	KBSU-FM (Boise)	\$267,174
<i>Radio Stations</i>	KBSW-FM (Boise)	\$607,777

KISU-FM (Pocatello)	\$225,234
KIYE-FM (Lapwai)	\$255,635

FY2020 Idaho Statewide Total **\$3,353,206**

Public Broadcasting in
ILLINOIS

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	529
	Total Wages	\$39,692,953
	Average Annual Salary	\$75,034

<i>Public TV Stations</i>	WSIU-TV (Carbondale)	\$1,834,168
	WEIU-TV (Charleston)	\$920,185
	WTTW-TV (Chicago)	\$2,680,185
	WQPT-TV (Moline)	\$1,115,733
	WTVP-TV (Peoria)	\$1,054,746
	WILL-TV (Urbana)	\$1,211,750

<i>Public Radio Stations</i>	WSIU-FM (Carbondale)	\$321,923
	WBEZ-FM (Chicago)	\$1,719,039
	WNIJ-FM (DeKalb)	\$277,948
	WDCB-FM (Glen Ellyn)	\$189,493
	WIUM-FM (Macomb)	\$284,340
	WGLT-FM (Normal)	\$225,317
	WCBU-FM (Peoria)	\$183,934
	WGVV-FM (Rock Island)	\$220,605
	WVIK-FM (Rock Island)	\$201,501
	WILL-FM (Urbana)	\$353,905
WUIS-FM (Springfield)	\$364,305	

<i>Other</i>	Spiffy Entertainment, LLC (Deerfield)	\$1,000,000
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FY2020 Illinois Statewide Total **\$14,159,077**

Public Broadcasting in
INDIANA

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	395
	Total Wages	\$22,808,676
	Average Annual Salary	\$57,817

<i>Public TV Stations</i>	WTIU-TV (Bloomington)	\$1,337,354
	WNIT-TV (South Bend)	\$1,069,317
	WNIN-TV (Evansville)	\$934,116
	WFWA-TV (Fort Wayne)	\$1,002,525
	WFYI-TV (Indianapolis)	\$1,244,552
	WYIN-TV (Merrillville)	\$647,095
	WIPB-TV (Muncie)	\$1,199,610
	WVUT-TV (Vincennes)	\$975,553

<i>Public Radio Stations</i>	WFHB-FM (Bloomington)	\$184,449
	WFIU-FM (Bloomington)	\$248,870
	WVPE-FM (Elkhart)	\$214,289
	WNIN-FM (Evansville)	\$159,727
	WBNI-FM (Fort Wayne)	\$198,930
	WFYI-FM (Indianapolis)	\$376,693
	WBST-FM (Muncie)	\$206,123
	WVUB-FM (Vincennes)	\$236,005
	WBAA-FM (West Lafayette)	\$201,310
	WLPR-FM (Merrillville)	\$184,449

FY2020 Indiana Statewide Total **\$10,620,967**

Public Broadcasting in

IOWA

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	176
	Total Wages	\$12,297,022
	Average Annual Salary	\$70,069

<i>Public TV Stations</i>	Iowa Public Television (Johnston)	\$3,373,973
	KBIN-TV (Council Bluffs)	
	KDIN-TV (Des Moines)	
	KHIN-TV (Red Oak)	
	KIIN-TV (Iowa City)	
	KQIN-TV (Davenport)	
	KRIN-TV (Waterloo)	
	KSIN-TV (Sioux City)	
	KTIN-TV (Fort Dodge)	
	KYIN-TV (Mason City)	

<i>Public</i>	WOI-FM (Ames)	\$369,545
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<i>Radio Stations</i>	KUNI-FM (Cedar Falls)	\$271,148
	KCCK-FM (Cedar Rapids)	\$185,389
	KIWR-FM (Council Bluffs)	\$177,138
	KALA-FM (Davenport)	\$75,000
	KSUI-FM (Iowa City)	\$257,031
	KWIT-FM (Sioux City)	\$258,541
FY2020 Iowa Statewide Total		\$4,967,765

Public Broadcasting in
KANSAS

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	134
	Total Wages	\$6,940,395
	Average Annual Salary	\$51,988
<i>Public TV Stations</i>	KTWU-TV (Topeka)	\$1,053,777
	KOOD-TV (Bunker Hill)	\$1,043,795
	KPTS-TV (Wichita)	\$1,094,364
<i>Public Radio Stations</i>	Kansas Public Radio	\$308,700
	KANU-FM (Lawrence)	
	KANV-FM (Junction City)	
	KANH-FM (Emporia)	
	KHCC-FM (Hutchinson)	\$309,037
	KRPS-FM (Pittsburg)	\$230,475
	KMUW-FM (Wichita)	\$248,955
	KANZ-FM (Garden City)	\$277,864
<i>Other</i>	Audience Research Analysis	\$100,000
FY2020 Kansas Statewide Total		\$4,666,967

Public Broadcasting in
KENTUCKY

FY 2020

<i>Employment & Earnings</i>	Public Broadcasting Employees in State	305
	Total Wages	\$17,882,408
	Average Annual Salary	\$58,583

<i>Public</i>	Kentucky Educational Television (Lexington)	\$3,714,393
<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)	\$1,256,967

<i>Public</i>	WFPK Louisville Public Media (Louisville)	\$624,506
<i>Radio Stations</i>	WKYU-FM (Bowling Green)	\$312,385
	WUKY-FM (Lexington)	\$195,702
	WMKY-FM (Morehead)	\$243,582
	WKMS-FM (Murray)	\$289,036
	WEKU-FM (Richmond)	\$297,139
	WMMT-FM (Whitesburg)	\$240,657

FY2020 Kentucky Statewide Total **\$7,174,367**

Public Broadcasting in
LOUISIANA

FY 2020

<i>Employment</i>	Public Broadcasting Employees in State	172
<i>& Earnings</i>	Total Wages	\$10,730,603
	Average Annual Salary	\$62,387

<i>Public</i>	Louisiana Public Broadcasting (Baton Rouge)	\$2,288,526
<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)	\$618,981
	WYES-TV (Metairie)	\$994,075
<i>Public</i>	WBRH-FM (Baton Rouge)	\$184,449
<i>Radio Stations</i>	WWOZ-FM (New Orleans)	\$389,663
	KSLU-FM (Hammond)	\$184,449
	KRVS-FM (Lafayette)	\$246,950
	KEDM-FM (Monroe)	\$233,277
	WWNO-FM (New Orleans)	\$230,046
	KDAQ-FM (Shreveport)	\$261,922
	WRKF-FM (Baton Rouge)	\$196,898
	FY2020 Louisiana Statewide Total	\$5,829,236

Public Broadcasting in

MAINE

FY 2020

<i>Employment</i>	Station Employees in State	99
<i>& Earnings</i>	Annual Wages	\$8,248,060
	Average Annual Salary	\$83,104
<i>Public</i>	Maine Public Broadcasting (Lewiston)	\$1,380,953
<i>TV Stations</i>	WCBB-TV (Augusta)	
	WMEB-TV (Orono)	
	WMEM-TV (Presque Isle)	
	WMED-TV (Calais)	
	WMEA-TV (Biddeford)	
<i>Public</i>	Maine Public Broadcasting (Lewiston)	\$706,884
<i>Radio Stations</i>	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)	\$184,449
	WERU-FM (East Orland)	\$232,064
	FY2020 Maine Statewide Total	\$2,504,350

Public Broadcasting in
MARYLAND

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	211
	Annual Wages	\$16,192,448
	Average Annual Salary	\$76,924
<i>Public TV Stations</i>	Maryland Public Television (Owings Mills)	\$3,206,043
	WMPB-TV (Baltimore)	
	WMPT-TV (Annapolis)	
	WCPB-TV (Salisbury)	
	WWPB-TV (Hagerstown)	
	WGPT-TV (Oakland)	
	WFPT-TV (Frederick)	
<i>Public Radio Stations</i>	WBJC-FM (Baltimore)	\$218,233
	WEAA-FM (Baltimore)	\$311,499
	WESM-FM (Princess Anne)	\$288,327
	WSCL-FM (Salisbury)	\$170,700
	WTMD-FM (Towson)	\$261,899
	WYPR-FM (Baltimore)	\$410,200
<i>Other</i>	Schaffer, Janice (Bethesda)	\$88,968
	Public Media Business Association (Rockville)	\$10,000
	Radio Research Consortium (Olney)	\$134,850
FY 2020 Maryland Statewide Total		\$5,100,719

Public Broadcasting in
MASSACHUSETTS

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	1113
	Total Wages	\$139,174,090
	Average Annual Salary	\$125,016
<i>Public TV Stations</i>	WGBH (Boston)	\$18,965,138
	WGBY-TV (Springfield)	
	WBGH-TV (Boston)	
	WGBX-TV (Boston)	

<i>Public Radio Stations</i>	WFCR-FM (Springfield)	\$410,870
	WBUR-FM (Boston)	\$2,237,981
	WICN-FM (Worcester)	\$184,449
	WOMR-FM (Provincetown)	\$147,313
	WUMB-FM (Boston)	\$212,839
	WGBH-FM (Boston)	\$996,333
	WMVY-FM (Vineyard Haven)	\$189,342
	WERS-FM (Boston)	\$216,690

<i>Other</i>	Public Radio Exchange (Cambridge)	\$1,960,000
	American Program Bureau (Newton)	\$5,358

FY2020 Massachusetts Statewide Total **\$25,526,313**

Public Broadcasting in
MICHIGAN

FY 2020

<i>Employment and Earnings</i>	Public Broadcasting Employees in State	417
	Total Wages	\$29,025,393
	Average Annual Salary	\$69,647

<i>Public TV Stations</i>	WKAR-TV (East Lansing)	\$1,426,185
	WGVU-TV (Grand Rapids)	\$1,455,010
	WNMU-TV (Marquette)	\$1,035,393
	WCMU-TV (Mount Pleasant)	\$1,250,071
	WDCQ-TV (University Center)	\$1,026,374
	WTVS-TV/Detroit Public Television (Wixom)	\$1,914,979

<i>Public Radio Stations</i>	WUOM-FM (Ann Arbor)	\$550,955
	WDET-FM (Detroit)	\$338,082
	WKAR-FM (East Lansing)	\$294,406
	WGVU-AM+FM (Grand Rapids)	\$352,269
	WIAA-FM (Interlochen)	\$370,544
	WMUK-FM (Kalamazoo)	\$210,767
	WNMU-FM (Marquette)	\$254,517
	WCMU-FM (Mount Pleasant)	\$352,542
	WBLV-FM (Twin Lake)	\$187,149
	WEMU-FM (Ypsilanti)	\$212,472
	WUVS-LP (Muskegon)	\$220,605
	WRCJ-FM (Detroit)	\$224,975

FY2020 Michigan Statewide Total**\$11,677,295****Public Broadcasting in
MINNESOTA****FY 2020**

<i>Employment & Earnings</i>	Station Employees in State	998
	Annual Wages	\$89,411,140
	Average Annual Salary	\$89,613
<i>Public TV Stations</i>	KSMQ-TV (Austin)	\$982,608
	KWCM-TV (Appleton)	\$1,157,688
	KAWE (Bemidji)	\$1,073,089
	Twin Cities Public Television (KTCA) (St. Paul)	\$3,779,916
	WDSE-TV (Duluth)	\$1,124,381
<i>Public Radio Stations</i>	KAXE-FM (Grand Rapids)	\$286,918
	WSCD-FM (St. Paul)	\$381,033
	KKWE-FM (Callaway)	\$267,239
	KOJB-FM (Cass Lake)	\$274,346
	WTIP-FM (Grand Marais)	\$234,083
	KBEM-FM (Minneapolis)	\$185,066
	KBPR-FM (St. Paul)	\$275,537
	KCCM-FM (St. Paul)	\$351,734
	KFAI-FM (Minneapolis)	\$163,883
	KLSE-FM (St. Paul)	\$450,184
	KSJN-FM (St. Paul)	\$2,772,778
	KSJR-FM (St. Paul)	\$322,575
	KSRQ-FM (Thief River Falls)	\$207,809
	KUMD-FM (Duluth)	\$251,753
	KVSC-FM (St. Cloud)	\$161,492
	KBFT-FM (Nett lake)	\$281,902
	KMOJ-FM (Minneapolis)	\$259,596
<i>Other</i>	Greater Public (Minneapolis)	\$15,000
	American Public Media (St. Paul)	\$500,000

FY2020 Minnesota Statewide Total**\$15,760,610****Public Broadcasting in
MISSISSIPPI****FY 2020**

<i>Employment & Earnings</i>	Station Employees in State	104
	Annual Wages	\$5,280,155
	Average Annual Salary	\$50,649
<i>Public TV Stations</i>	Mississippi Public Broadcasting (Jackson)	\$1,822,536
	WMPN-TV (Jackson)	
	WMAH-TV (Biloxi)	
	WMAE-TV (Booneville)	
	WMAU-TV (Bude)	
	WMAO-TV (Greenwood)	
	WMAW-TV (Meridian)	
	WMAB-TV (Starkville)	
	WMAV-TV (Oxford)	
<i>Public Radio Stations</i>	WPRL-FM (Lorman)	\$274,187
	WURC-FM (Holly Springs)	\$283,271
	WJSU-FM (Jackson)	\$238,706
	MPB Radio (Jackson)	\$295,827
	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)		

FY2020 Mississippi Statewide Total **\$2,914,527**

Public Broadcasting in
MISSOURI

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	350
	Annual Wages	\$23,739,771
	Average Annual Salary	\$67,876
<i>Public TV Stations</i>	KCPT-TV (Kansas City)	\$1,468,888
	KETC-TV/Nine Network (St. Louis)	\$2,475,788
	KMOS-TV (Warrensburg)	\$1,128,971
	KOZK-TV (Springfield)	\$1,054,699
<i>Public</i>	KRCU-FM (Cape Girardeau)	\$237,695

<i>Radio Stations</i>	KXCV-FM (Maryville)	\$266,385
	KDHX-FM (St. Louis)	\$188,189
	KSMU-FM (Springfield)	\$193,627
	KCUR-FM (Kansas City)	\$685,858
	KJLU-FM (Jefferson City)	\$300,630
	KWMU-FM (St. Louis)	\$626,255
	KOPN-FM (Columbia)	\$184,449
	KBIA-FM (Columbia)	\$293,087
	KTBG (Kansas City)	\$167,923

FY2020 Missouri Statewide Total **\$9,272,444**

Public Broadcasting in
MONTANA

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	93
	Annual Wages	\$5,350,323
	Average Annual Salary	\$57,841

<i>Public TV Stations</i>	Montana PBS	\$1,614,520
	KUSM-TV (Bozeman)	
	KUFM-TV (Missoula)	
	KBGS-TV (Billings)	
	KUGF-TV (Great Falls)	

<i>Public Radio Stations</i>	KEMC-FM (Billings)	\$316,463
	KGLT-FM (Bozeman)	\$232,352
	KGVA-FM (Harlem)	\$255,635
	Montana Public Radio	\$355,917
	KUFM-FM (Missoula)	
	KUKL-FM (Kalispell)	
	KAPC-FM (Butte)	
	KUHM-FM (Helena)	
	KUFN-FM (Hamilton)	

FY2020 Montana Statewide Total **\$2,774,887**

Public Broadcasting in
NEBRASKA

FY 2020

<i>Employment</i>	Station Employees in State	188
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<i>& Earnings</i>	Annual Wages	\$11,159,173
	Average Annual Salary	\$59,357
<i>Public TV Stations</i>	Nebraska Educational Television (Lincoln)	\$1,841,510
	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)	\$1,756,021
<i>Public Radio Stations</i>	KZUM-FM (Lincoln)	\$184,449
	KVNO-FM (Omaha)	\$187,763
	KIOS-FM (Omaha)	\$199,361
	NET Radio (Lincoln)	\$427,744
	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
FY2020 Nebraska Statewide Total		\$5,955,439

Public Broadcasting in

NEVADA

FY 2020

<i>Employment</i>	Station Employees in State	186
<i>& Earnings</i>	Annual Wages	\$12,486,625
	Average Annual Salary	\$67,042
<i>Public TV Stations</i>	KLVX Vegas PBS (Las Vegas)	\$1,768,503
	KNPB-TV (Reno)	\$1,251,989

<i>Public</i>	KCEP-FM (Las Vegas)	\$275,352
<i>Radio Stations</i>	KUNR-FM (Reno)	\$317,796
	KNPR-FM (Las Vegas)	\$743,192
FY2020 Nevada Statewide Total		\$4,356,832

Public Broadcasting in

NEW HAMPSHIRE

FY 2020

<i>Employment</i>	Station Employees in State	92
<i>& Earnings</i>	Annual Wages	\$6,534,479
	Average Annual Salary	\$70,834

<i>Public</i>	New Hampshire Public Television (Durham)	\$1,232,246
<i>TV Stations</i>	WENH-TV (Durham)	
	WEKW-TV (Keene)	
	WLED-TV (Littleton)	

<i>Public</i>	New Hampshire Public Radio (Concord)	\$782,010
<i>Radio Stations</i>	WEVS-FM (Nashua)	
	WEVO-FM (Concord)	
	WEVN-FM (Keene)	
	WEVO-FM (Littleton)	
	WEVH-FM (Hanover)	
	WEVO-FM (Plymouth)	
	WEVJ-FM (Jackson)	
	WEVO-FM (Portsmouth)	
	WEVO-FM (Dover)	
	WEVC-FM (Colebrook)	
	WEVC-FM (Gorham)	

FY2020 New Hampshire Statewide Total		\$2,014,256
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Public Broadcasting in

NEW JERSEY

FY 2020

<i>Employment</i>	Station Employees in State	108
<i>& Earnings</i>	Annual Wages	\$8,789,699
	Average Annual Salary	\$81,575

<i>Public</i>	New Jersey Public Television (Trenton)	\$1,553,900
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<i>TV Stations</i>	WNJT Trenton WNJS Camden WNJN Montclair WNJB New Brunswick	
<i>Public Radio Stations</i>	WBGO-FM (Newark) WBJB-FM (Lincroft) WFMU-FM (Jersey City) WWFM-FM (West Windsor)	\$485,009 \$164,322 \$214,765 \$175,697
<i>Other</i>	One Diversified, LLC (Kenilworth) BI Solutions Group, LLC (Lincroft) W. Colston Leigh, Inc. (Somerville)	\$812,339 \$250,000 \$10,000
FY2020 New Jersey Statewide Total		\$3,666,032

Public Broadcasting in
NEW MEXICO

FY 2020

<i>Employment & Earnings</i>	Station Employees in State Annual Wages Average Annual Salary	170 \$9,559,667 \$56,399
<i>Public TV Stations</i>	KENW-TV (Portales) KNME-TV (Albuquerque) KRWG-TV (Las Cruces)	\$1,101,723 \$1,687,276 \$1,021,547
<i>Public Radio Stations</i>	KABR-AM (Alamo) KANW-FM (Albuquerque) KHFM-FM (Albuquerque) KGLP-FM (Gallup) KRWG-FM (Las Cruces) KSFR-FM (Santa Fe) KENW-FM (Portales) KSHI-FM (Zuni) KUNM-FM (Albuquerque) KCIE-FM (Dulce) KSJE-FM (Farmington) KTDB-FM (Pine Hill)	\$255,635 \$305,577 \$207,809 \$255,635 \$320,833 \$232,740 \$227,397 \$255,635 \$341,665 \$286,322 \$255,635 \$261,381
FY2020 New Mexico Statewide Total		\$7,016,810

Public Broadcasting in
NEW YORK

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	1,274
	Annual Wages	\$133,210,439
	Average Annual Salary	\$104,561
<i>Public TV Stations</i>	WMHT-TV (Troy)	\$1,376,249
	WPBS-TV (Watertown)	\$1,136,365
	WSKG-TV (Vestal)	\$1,136,365
	WNED-TV (Buffalo)	\$1,738,690
	WNET-TV (New York)	\$12,911,604
	WCFE-TV (Plattsburgh)	\$1,022,525
	WXXI-TV (Rochester)	\$1,414,166
	WCNY-TV (Syracuse)	\$1,404,852
	WNYE-TV (New York)	\$2,453,781
<i>Public Radio Stations</i>	WAMC-FM (Albany)	\$517,142
	WSKG-FM (Vestal)	\$305,462
	WFUV-FM (Bronx)	\$462,022
	WNED-FM (Buffalo)	\$280,813
	WSLU-FM (Canton)	\$423,186
	WEOS-FM (Geneva)	\$184,449
	WRFA-FM (Jamestown)	\$184,449
	WJFF-FM (Jeffersonville)	\$207,809
	WNYC-FM (New York)	\$3,510,490
	WRVO-FM (Oswego)	\$233,067
	WXXI-FM (Rochester)	\$361,588
	WCNY-FM (Syracuse)	\$161,079
	WMHT-FM (Troy)	\$188,227
	WAER-FM (Syracuse)	\$216,757
	WLIW-FM (New York)	\$147,313
<i>Other</i>	Black Public Media (New York)	\$1,358,591
	Thirteen Productions (New York)	\$436,125
	StoryCorps (Brooklyn)	\$2,626,846
	Education Development Center, Inc.	\$3,718,745
	FJ Live, LLC (New York)	\$20,000
	Joan Ganz Cooney Center (New York)	\$523,097
	FY2020 New York Statewide Total	\$40,616,236

Public Broadcasting in
NORTH CAROLINA

FY 2020

<i>Employment</i>	Station Employees in State	345
<i>& Earnings</i>	Annual Wages	\$23,933,130
	Average Annual Salary	\$69,321
<i>Public</i>	WTVI-TV (Charlotte)	\$1,243,093
<i>TV Stations</i>	UNC-TV (Research Triangle Park)	\$3,862,099
	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)	\$384,353
<i>Radio Stations</i>	WSNC-FM (Winston-Salem)	\$220,605
	North Carolina Public Radio	\$742,489
	WUNC-FM (Chapel Hill)	
	WRQM-FM (Rocky Mount)	
	WUND-FM (Manteo)	
	WFAE-FM (Charlotte)	\$438,514
	WDAV-FM (Davidson)	\$258,750
	WNCU-FM (Durham)	\$233,520
	WRVS-FM (Elizabeth City)	\$272,100
	WTEB-FM (New Bern)	\$211,520
	WNCW-FM (Spindale)	\$205,418
	WHQR-FM (Wilmington)	\$200,507
	WFDD-FM (Winston-Salem)	\$296,984
<i>Other</i>	Public Radio Program Directors Association	\$20,000
	FY2020 North Carolina Statewide Total	\$8,589,952

Public Broadcasting in

NORTH DAKOTA**FY 2020**

<i>Employment & Earnings</i>	Station Employees in State	102
	Annual Wages	\$6,307,369
	Average Annual Salary	\$62,142

<i>Public TV Stations</i>	Prairie Public Broadcasting (Fargo)	\$1,536,726
	KFME-TV (Fargo)	
	KGFE-TV (Grand Forks)	
	KBME-TV (Bismarck)	
	KSRE-TV (Minot)	
	KDSE-TV (Dickinson)	
	KWSE-TV (Williston)	
	KJRE-TV (Ellendale)	
	KCGE-TV (Crookston, MN)	
	KMDE-TV (Devils Lake)	

<i>Public Radio Stations</i>	KEYA-FM (Belcourt)	\$271,647
	KABU-FM (St. Michaels)	\$273,535
	KMHA-FM (New Town)	\$290,873
	Prairie Public Radio (Fargo)	\$279,108
	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)	

FY2020 North Dakota Statewide Total		\$2,651,889
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*Public Broadcasting in***OHIO****FY 2020**

<i>Employment & Earnings</i>	Station Employees in State	516
	Annual Wages	\$37,781,686
	Average Annual Salary	\$73,220

<i>Public TV Stations</i>	WOUB-TV (Athens)	\$1,328,617
	WBGU-TV (Bowling Green)	\$1,085,902

	WCET-TV (Cincinnati)	\$1,225,059
	Ideastream/WVIZ-TV (Cleveland)	\$2,424,684
	WOSU-TV (Columbus)	\$1,499,407
	WPTD-TV (Dayton)	\$1,248,901
	WNEO-TV (Kent)	\$1,194,745
	WGTE-TV (Toledo)	\$1,081,292
<i>Public</i>	WAPS-FM (Akron)	\$168,213
<i>Radio Stations</i>	WOUB-FM (Athens)	\$291,982
	WGUC-FM (Cincinnati)	\$501,436
	WCPN-FM (Cleveland)	\$486,651
	WCBE-FM (Columbus)	\$75,000
	WDPR-FM (Dayton)	\$175,491
	WKSU-FM (Kent)	\$384,670
	WGTE-FM (Toledo)	\$180,618
	WCSU-FM (Wilberforce)	\$244,997
	WYSU-FM (Youngstown)	\$199,819
	WOSU-FM (Columbus)	\$463,415
	WYSO-FM (Yellow Springs)	\$401,740
	FY 2020 Ohio Statewide Total	\$14,662,639

Public Broadcasting in
OKLAHOMA

FY 2020

<i>Employment</i>	Station Employees in State	103
<i>& Earnings</i>	Annual Wages	\$5,008,361
	Average Annual Salary	\$48,625
<i>Public</i>	KRSU-TV (Claremore)	\$914,295
<i>TV Stations</i>	Oklahoma Educational Television Authority (OC)	\$1,907,839
	KETA-TV (Oklahoma City)	
	KOED-TV (Tulsa)	
	KOET-TV (Eufaula)	
	KWET-TV (Cheyenne)	
<i>Public</i>	KUCO-FM (Edmond)	\$166,014
<i>Radio Stations</i>	KCCU-FM (Lawton)	\$159,975
	KGOU-FM (Norman)	\$223,568
	KOSU-FM (Stillwater)	\$225,504
	KWGS-FM (Tulsa)	\$212,931

FY2020 Oklahoma Statewide Total

\$3,810,126

Public Broadcasting in

OREGON

FY 2020

*Employment
& Earnings*

Station Employees in State
Annual Wages
Average Annual Salary

263
\$24,767,030
\$94,082

*Public
TV Stations*

KSYS-TV (Medford)
Oregon Public Broadcasting (Portland)
 KOPB-TV (Portland)
 KOAC-TV (Corvallis)
 KEPB-TV (Eugene)
 KOAB-TV (Bend)
 KTVR-TV (La Grande)

\$1,020,049
\$2,624,377

*Public
Radio Stations*

KSOR-FM (Ashland)
KMUN-FM (Astoria)
KBOO (Portland)
KNCA-FM (Ashland)
KRVM-FM (Eugene)
KCUW-FM (Pendleton)
KLCC-FM (Eugene)
KWAX-FM (Eugene)
KQAC (Portland)
KWSO (Warm Springs)
OPB Radio (Portland)
 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)

\$408,161
\$225,764
\$187,430
\$246,306
\$238,257
\$255,635
\$356,413
\$207,809
\$307,697
\$324,161
\$1,057,556

<i>Other</i>	Navex Global, Inc. (Lake Oswego)	\$209,092
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FY2020 Oregon Statewide Total		\$7,668,707
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Public Broadcasting in

PENNSYLVANIA

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	680
	Annual Wages	\$55,581,715
	Average Annual Salary	\$81,768

<i>Public TV Stations</i>	WLVT-TV (Bethlehem)	\$1,071,806
	WQLN-TV (Erie)	\$1,015,734
	WITF-TV (Harrisburg)	\$1,240,910
	WHYY-TV (Philadelphia)	\$2,744,567
	WQED-TV (Pittsburgh)	\$1,679,010
	WVIA-TV (Pittston)	\$1,038,557
	WPSU-TV (University Park)	\$1,558,622

<i>Public Radio Stations</i>	WHYY-FM (Philadelphia)	\$792,790
	WDIY-FM (Bethlehem)	\$179,464
	WQLN-FM (Erie)	\$162,964
	WITF-FM (Harrisburg)	\$285,032
	WLCH-FM (Lancaster)	\$184,449
	WXPB-FM (Philadelphia)	\$533,431
	WQED-FM (Pittsburgh)	\$183,910
	WVIA-FM (Pittston)	\$189,930
	WPSU-FM (University Park)	\$259,148
	WRTI-FM (Philadelphia)	\$344,386
	WYEP-FM (Pittsburgh)	\$497,638

<i>Other</i>	The Fred Rogers Company (Pittsburgh)	\$3,000,000
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FY2020 Pennsylvania Statewide Total		\$16,962,348
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Public Broadcasting in

Puerto Rico

FY2020

<i>Employment & Earnings</i>	Public Broadcasting Employees	189
	Total Wages	\$9,991,755
	Average Annual Salary	\$53,007

<i>Public</i>	WMTJ-TV (Rio Piedras)	\$591,227
<i>TV Stations</i>	WIPR-TV (San Juan)	\$1,984,638
<i>Public</i>	WIPR-FM (San Juan)	\$425,304
<i>Radio Stations</i>	WRTU-FM (San Juan)	\$299,679
FY2020 Puerto Rico Total		\$3,300,848

Public Broadcasting in

RHODE ISLAND

FY 2020

<i>Employment</i>	Station Employees in State	76
<i>& Earnings</i>	Annual Wages	\$5,152,804
	Average Annual Salary	\$67,800
<i>Public</i>	Rhode Island PBS/WSBE (Providence)	\$820,966
<i>TV Stations</i>		
<i>Public</i>	WRNI (Providence)	\$300,258
<i>Radio Stations</i>	WRNI-AM (Providence)	
	WRNI-FM (Narragansett)	
FY2020 Rhode Island State Total		\$1,121,224

Public Broadcasting in

SOUTH CAROLINA

FY 2020

<i>Employment</i>	Station Employees in State	134
<i>& Earnings</i>	Annual Wages	\$6,593,229
	Average Annual Salary	\$49,112
<i>Public</i>	South Carolina Educational Television (Columbia)	\$2,476,335
<i>TV Stations</i>	WNTV-TV (Greenville)	
	WITV-TV (Charleston)	
	WRLK-TV (Columbia)	
	WJPM-TV (Florence)d	
	WEBA-TV (Allendale)	
	WJWJ-TV (Beaufort)	
	WRJA-TV (Sumter)	
	WNSC-TV (Rock Hill)	

	WHMC-TV (Conway)	
	WRET-TV (Spartanburg)	
	WNEH-TV (Greenwood)	
<i>Public</i>	WSSB-FM (Orangeburg)	\$264,999
<i>Radio Stations</i>	SCETV Radio	\$241,902
	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)	
FY2020 South Carolina Statewide Total		\$2,983,236

Public Broadcasting in

SOUTH DAKOTA

FY 2020

<i>Employment</i>	Station Employees in State	89
<i>& Earnings</i>	Annual Wages	\$4,617,307
	Average Annual Salary	\$52,173

<i>Public</i>	South Dakota Public Broadcasting	\$1,757,292
<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	\$329,356
<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)	\$255,635
	KLND-FM (McLaughlin)	\$260,775
	KILI-FM (Porcupine)	\$270,228
	KOYA-FM (Rosebud)	\$255,635
<i>Other</i>		
	Public Radio News Directors, Inc. (Sturgis)	\$81,000
	FY2020 South Dakota Statewide Total	\$3,209,921

Public Broadcasting in
TENNESSEE

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	199
	Annual Wages	\$11,766,243
	Average Annual Salary	\$59,053
<i>Public TV Stations</i>	WTCI-TV (Chattanooga)	\$999,829
	WCTE-TV (Cookeville)	\$1,109,133
	WKNO-TV (Cordova)	\$1,047,507
	WETP-TV (Knoxville)	\$1,075,186
	WLJT-TV (Martin)	\$1,044,268
	WNPT-TV (Nashville)	\$1,396,712
<i>Public Radio Stations</i>	WDVX-FM (Knoxville)	\$159,728
	WUTC-FM (Chattanooga)	\$176,177
	WKNO-FM (Cordova)	\$211,586
	WETS-FM (Johnson City)	\$175,772
	WUOT-FM (Knoxville)	\$220,394
	WPLN-FM (Nashville)	\$415,175
	FY2020 Tennessee Statewide Total	\$8,031,467

Public Broadcasting in
TEXAS

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	602
	Annual Wages	\$40,594,336
	Average Annual Salary	\$67,489

<i>Public</i>	KACV-TV (Amarillo)	\$1,115,896
<i>TV Stations</i>	KLRU-TV (Austin)	\$2,397,040
	KAMU-TV (College Station)	\$1,002,150
	KEDT-TV (Corpus Christi)	\$1,002,878
	KERA-TV (Dallas)	\$1,968,884
	KUHT-TV (Houston)	\$1,847,177
	KTTZ-TV (Lubbock)	\$3,131,172
	KPBT-TV (Midland)	\$971,146
	KLRN-TV (San Antonio)	\$1,188,657

<i>Public</i>	KACU-FM (Abilene)	\$226,019
<i>Radio Stations</i>	KUT-FM (Austin)	\$742,805
	KVLU-FM (Beaumont)	\$158,030
	KAMU-FM (College Station)	\$174,945
	KETR-FM (Commerce)	\$245,192
	KEDT-FM (Corpus Christi)	\$235,590
	KERA-FM (Dallas)	\$685,364
	KTEP-FM (El Paso)	\$254,230
	KUHF-FM (Houston)	\$646,348
	KNCT-FM (Killeen)	\$196,704
	KTTZ-FM (Lubbock)	\$260,725
	KRTS-FM (Marfa)	\$297,166
	KXWT-FM (Marfa)	\$147,313
	KPVU-FM (Prairie View)	\$220,605
	KPAC-FM (San Antonio)	\$618,832
	KTXK-FM (Texarkana)	\$207,809
	KWBU-FM (Waco)	\$183,951
	KMFA-FM (Austin)	\$278,573
	KTSU-FM (Houston)	\$642,447

FY2020 Texas Statewide Total **\$21,047,648**

Public Broadcasting in

UTAH

FY 2020

<i>Employment</i>	Station Employees in State	289
<i>& Earnings</i>	Annual Wages	\$23,509,752
	Average Annual Salary	\$81,419

<i>Public</i>	KUEN-TV (Salt Lake City)	\$4,090,794
<i>TV Stations</i>	KUED-TV (Salt Lake City)	\$1,849,175

<i>Public</i>	KPCW-FM (Park City)	\$279,345
<i>Radio Stations</i>	KUSU-FM (Logan)	\$263,410
	KUER-FM (Salt Lake City)	\$489,437
	KRCL-FM (Salt Lake City)	\$177,060
FY2020 Utah Statewide Total		\$7,149,221

Public Broadcasting in
VERMONT

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	107
	Annual Wages	\$8,162,342
	Average Annual Salary	\$76,284
<i>Public</i>	Vermont Public Television (Colchester)	\$1,235,885
<i>TV Stations</i>	WETK (Burlington)	
	WVER (Rutland)	
	WVTB (St. Johnsbury)	
	WVTA (Windsor)	
<i>Public</i>	WGDR-FM (Plainfield)	\$184,449
<i>Radio Stations</i>	Vermont Public Radio	\$749,353
	WVPS/107.9 (Colchester)	
	WVPR/89.5 (Windsor)	
	WRVT/88.7 (Rutland)	
	WVPA/88.5 (St. Johnsbury)	
	WBTN-FM/94.3 (Bennington)	
	WVBA/88.9 (Brattleboro)	
FY2020 Vermont Statewide Total		\$2,169,687

Public Broadcasting in
Virgin Islands

FY2020

<i>Employment & Earnings</i>	Public Broadcasting Employees	35
	Total Wages	\$2,445,148
	Average Annual Salary	\$69,366
<i>Public</i>	WTJX-TV (St. Thomas)	\$1,203,656
<i>TV Stations</i>		

FY2020 Virgin Islands Total**\$1,203,656***Public Broadcasting in***VIRGINIA****FY 2020***Employment
& Earnings*

Station Employees in State

544

Annual Wages

\$61,992,642

Average Annual Salary

\$114,062

*Public
TV Stations*

WETA-TV (Arlington)

\$15,566,471

WHRO-TV (Norfolk)

\$1,501,266

Commonwealth Public Broadcasting

\$1,740,461

WCVE-TV (Richmond)

WHTJ-TV (Charlottesville)

WNVT-TV (Falls Church)

WBRA-TV (Roanoke)

\$1,024,392

*Public
Radio Stations*

WETA-FM (Arlington)

\$432,018

WTJU-FM (Charlottesville)

\$165,074

WMRA-FM (Harrisonburg)

\$215,273

WHRV-FM (Norfolk)

\$394,105

WCVE-FM (Richmond)

\$272,233

WVTF-FM (Roanoke)

\$315,659

WNRN-FM (Charlottesville)

\$189,445

WNSB-FM (Norfolk)

\$226,759

*Other (Producers,
Consultants, Etc.)*

Public Broadcasting Service (Arlington)

\$40,016,541

Newshour Productions, LLC (Arlington)

\$1,168,678

Federal Engineering, Inc (Fairfax)

\$23,512

Media Institute (Arlington)

\$10,000

Cavell, Mertz & Associates Inc. (Manassas)

\$26,705

FY2020 Virginia Statewide Total**\$63,288,592***Public Broadcasting in***WASHINGTON****FY 2020***Employment
& Earnings*

Station Employees in State

500

Annual Wages

\$41,237,725

Average Annual Salary

\$82,475

<i>Public</i>	KWSU-TV (Pullman)	\$985,047
<i>TV Stations</i>	KCTS-TV (Seattle)	\$2,352,788
	KSPS-TV (Spokane)	\$1,291,493
	KBTC-TV (Tacoma)	\$1,031,103
<i>Public</i>		
<i>Radio Stations</i>	KSVR-FM (Mount Vernon)	\$184,449
	KWSU-AM (Pullman)	\$331,292
	KUOW-FM (Seattle)	\$921,644
	KEXP-FM (Seattle)	\$486,139
	KPBX-FM (Spokane)	\$313,475
	KPLU-FM (Tacoma)	\$561,559
	KING-FM (Seattle)	\$353,094
	KDNA-FM (Granger)	\$281,323
	KNHC-FM (Seattle)	\$195,573
	KBCS-FM (Bellevue)	\$181,497
	FY2020 Washington Statewide Total	\$9,470,476

Public Broadcasting in

WEST VIRGINIA

FY 2020

<i>Employment</i>	Station Employees in State	116
<i>& Earnings</i>	Annual Wages	\$8,055,751
	Average Annual Salary	\$69,446
<i>Public</i>	West Virginia Public Broadcasting	\$1,254,629
<i>TV Stations</i>	WPBY-TV (Huntington)	
	WSWP-TV (Beckley)	
	WNPB-TV (Morgantown)	
	WPWP (Beckley)	
<i>Public</i>	WVPB-FM (Charleston)	\$276,785
<i>Radio Stations</i>	Allegheny Mountain Radio	\$470,992
	WVMR-AM (Frost)	
	WVLS-FM (Dunmore)	
	WCHG-FM (Hot Springs, Virginia)	
	WVMR-FM (Dunmore)	
	WVPC-FM (Franklin)	
	WNMP-FM (Marlinton)	
	FY2020 West Virginia Statewide Total	\$2,002,406

Public Broadcasting in
WISCONSIN

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	470
	Annual Wages	\$31,856,145
	Average Annual Salary	\$67,851
<i>Public TV Stations</i>	Wisconsin Public Television	\$3,573,148
	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	\$2,288,402	
<i>Public Radio Stations</i>	WOJB-FM (Hayward)	\$255,635
	WORT-FM (Madison)	\$163,851
	WUWM-FM (Milwaukee)	\$337,077
	WYMS-FM (Milwaukee)	\$294,377
	WXPR-FM (Rhineland)	\$238,341
	WLSU (Madison)	\$256,232
	Wisconsin Public Radio	\$880,945
	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)	

FY2020 Wisconsin Statewide Total

\$8,771,357

Public Broadcasting in

WYOMING

FY 2020

<i>Employment & Earnings</i>	Station Employees in State	48
	Annual Wages	\$2,761,009
	Average Annual Salary	\$57,822
<i>Public TV Stations</i>	Wyoming PBS	\$1,360,936
	KCWC (Riverton)	
	KWYP (Laramie)	
	KPTW (Casper)	
<i>Public Radio Stations</i>	Wyoming Public Radio	\$431,752
	KBUE/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)	

FY2020 Wyoming Statewide Total

\$1,792,688

APPENDIX H- President's Budget Request

OTHER INDEPENDENT AGENCIES

CORPORATION FOR PUBLIC BROADCASTING

Federal Funds

CORPORATION FOR PUBLIC BROADCASTING

For payment to the Corporation for Public Broadcasting ("CPB"), as authorized by the Communications Act of 1934, an amount which shall be available within limitations specified by that Act, for the fiscal year **2023** ~~2024~~, \$475,000,000: *Provided*, That none of the funds made available to CPB by this Act shall be used to pay for receptions, parties, or similar forms of entertainment for Government officials or employees: *Provided further*, That none of the funds made available to CPB by this Act shall be available or used to aid or support any program or activity from which any person is excluded, or is denied benefits, or is discriminated against, on the basis of race, color, national origin, religion, or sex: *Provided further*, That none of the funds made available to CPB by this Act shall be used to apply any political test or qualification in selecting, appointing, promoting, or taking any other personnel action with respect to officers, agents, and employees of CPB.

In addition, for the costs associated with replacing and upgrading the public broadcasting interconnection system and other technologies and services that create infrastructure and efficiencies within the public media system, \$20,000,000. (*Departments of Labor, Health and Human Services, and Education, and Related Agencies Appropriations Act, 2021.*)

Program and Financing (in millions of dollars)

Identification code 020-0151-0-1-503	2020 actual	2021 est.	2022 est.
Obligations by program activity:			
0001 General programming	445	445	465
0002 Interconnection	20	20	20
0003 Fiscal Stabilization	75	175
0900 Total new obligations, unexpired accounts (object class 41.0)	540	640	485
Budgetary resources:			
Budget authority:			
Appropriations, discretionary:			
1100 Appropriation	95	20	20
Advance appropriations, discretionary:			
1170 Advance appropriation - General Programming	445	445	465

Appropriations, mandatory:			
1200	Appropriation-ARP Fiscal Stabilization	175
1900	Budget authority (total)	540	640 485
1930	Total budgetary resources available	540	640 485

Change in obligated balance:			
Unpaid obligations:			
3010	New obligations, unexpired accounts	540	640 485
3020	Outlays (gross)	-540	-640 -485

Budget authority and outlays, net:			
Discretionary:			
4000	Budget authority, gross	540	465 485
Outlays, gross:			
4010	Outlays from new discretionary authority	540	465 485
Mandatory:			
4090	Budget authority, gross	175
Outlays, gross:			
4100	Outlays from new mandatory authority	175
4180	Budget authority, net (total)	540	640 485
4190	Outlays, net (total)	540	640 485

The Budget proposes an advance appropriation of \$475 million for the Corporation for Public Broadcasting (CPB) for fiscal year 2024. In 1975, Congress first agreed to begin providing CPB with a two-year advance appropriation to support long-range financing planning and to insulate programming decisions. This commitment of future federal dollars helps leverage investments from other sources and gives producers essential lead time to plan, design, create, and support programming and services. CPB uses funding to provide grants to qualified public television and radio stations to be used at their discretion for purposes related to program production or acquisition, as well as for general operations. CPB also supports the production and acquisition of radio and television programs for national distribution. In addition, CPB assists in the financing of several system-wide activities, including interconnection services and limited technical assistance, research, and planning services to improve systemwide capacity and performance.