



## A Public Service Partner

The annual federal investment in public media, through the Corporation for Public Broadcasting (CPB) -- **over 70% of which goes directly to local stations** -- is the foundation of public media's **extraordinary community service in education, public safety and civic leadership.**

With this support, the nation's **158 locally controlled public television licensees**, which collectively operate 336 public television stations and **serve nearly 97 percent of the American people, enhance the lives of Americans every day**, far beyond their exceptional broadcast programming by:

- Providing the only **preschool education for more than half of America's children.**
- Enhancing the education of millions of K-12 students with **curriculum-aligned, teacher-ready, interactive digital learning tools and more.**
- Providing **lifesaving public safety communications** capabilities for missions ranging from early earthquake warning to school shooting scenarios.
- Equipping the citizens of the world's most important democracy with the **reliable facts, diverse perspectives and trusted information** they need to make well-informed decisions.

The federal government has been our partner in this work for more than 50 years.

**The more the federal investment in America's public television stations grows, the more we can do for the American public, who for nearly 20 years have overwhelmingly identified funding for public television as the best investment the federal government makes, following national defense and food and drug safety.**

## FY 2023 Funding Requests

- **\$565 million for CPB in FY 2025**
- **\$60 million for Interconnection**
- **\$30.5 million for Ready To Learn**
- **\$40 million for Public Safety Infrastructure**

**"IT IS A MARVEL, WITH EXTRAORDINARY TALENT AND VISION. OUR ETV TEAM SHOWCASES, PROTECTS, EDUCATES AND INSPIRES OUR PEOPLE."**

-- Governor Henry McMaster (R-SC)  
speaking about SCETV

# FUNDING REQUEST

## CORPORATION FOR PUBLIC BROADCASTING

**FY 2022 FUNDED:** \$525 MILLION FOR FY 2024  
**FY 2023 REQUEST:** \$565 MILLION FOR FY 2025

**The more funding grows for public media, the more services we can provide the American people, including:**

- Educating more people of all ages, from the youngest toddler to the lifelong learner, and helping bridge the digital divide for students without adequate internet access.
- Partnering with more local and State public safety officials to help save lives and property.
- Providing more civic leadership resources to strengthen our democracy by giving our citizens the grounding they need in the history, culture and civic affairs of their community, their State and their country.

Public broadcasters **request \$565 million in two year-advance funding for CPB in FY 2025 to enable us to make the long-delayed investments essential to the expansion of our public service in education, public safety and civic leadership.**

The past two pandemic years have proven that local public broadcasting stations are efficient innovators that can easily scale resources to quickly address some of the nation's most pressing needs. Our launching of remote learning services in all 50 States in March 2020 is only the most dramatic example of that capacity.

**\$565 million in FY 2023/2025 would significantly enhance this extraordinary capacity for public service, while remaining one of the most efficient – and popular – investments the federal government makes.**





# CORPORATION FOR PUBLIC BROADCASTING

**FY 2022 FUNDED:** \$525 MILLION FOR FY 2024  
**FY 2023 REQUEST:** \$665 MILLION FOR FY 2025

## THE NEED FOR INCREASED INVESTMENT

A decade of level funding between fiscal years 2011 and 2021 seriously eroded the ability of stations nationwide to meet growing community needs.

Two startling statistics help define the damage:

- Collectively, **public broadcasters lost \$100 million in purchasing power to inflation** during those 10 years. This forced local stations to eliminate or defer a host of public service initiatives that could benefit their communities. We are grateful that Congress has restored \$80 million of that purchasing power over the last three years, but stations are still trying to recover from that decade of flat funding.
- Since the Public Telecommunications Facilities Program (PTFP) was defunded in FY 2011, **public broadcasters have accumulated a backlog of over \$300 million worth of infrastructure improvements** we need but cannot fund. The absence of these improvements now threatens our reliability as broadcasters and as public servants.

In addition, public television stations are **eager to make the transition to the new NEXTGEN TV broadcast standard - with its transformative potential for enhanced public service** in telehealth, Smart Cities connections, precision agriculture, national security applications, as well as remote learning and public safety communications. **But this transition alone will cost our system another \$400 million.**

**PUBLIC BROADCASTERS ARE FACING  
OVER \$700 MILLION IN MUCH-  
NEEDED INVESTMENTS IN  
INFRASTRUCTURE, MODERNIZATION  
AND BACKLOGGED PUBLIC SERVICE  
PRIORITIES.**



# FUNDING REQUEST

## INTERCONNECTION

**FY 2022 FUNDED: \$20 MILLION**  
**FY 2023 REQUEST: \$60 MILLION**

The public television interconnection system connects local stations to PBS, other public television distributors, producers, and State and regional public television networks to distribute television programming and related materials.

The interconnection system covers all 50 States, the District of Columbia and U.S. territories, making it essential to public television's work supporting national alert and warning communications.

This fund also supports important system-wide digital infrastructure. A funding level of \$60 million in FY 2023 is essential to efficiently address growing needs in the system, including: cybersecurity, content delivery networks, data management, among others.



## READY TO LEARN

**FY 2022 FUNDED: \$30.5 MILLION**  
**FY 2023 REQUEST: \$30.5 MILLION**

Ready To Learn uses the power of public television's on-air, online, mobile and on-the-ground educational content and engagement to build science, math and literacy skills of children ages two to eight, especially those from low-income families.

Ready To Learn leverages a national-local partnership among CPB, PBS and local public television stations that helps teachers and caregivers make the most of these media resources locally -- including online, mobile apps, on television, and in schools, preschools, homeschools, Head Start and other daycare centers, libraries, mobile learning labs, Boys and Girls Clubs, and community centers.

A funding level of \$30 million is requested to further enhance the impact of Ready To Learn created content and the quantity and scope of local station outreach to the kids, families, teachers and schools that need it the most.

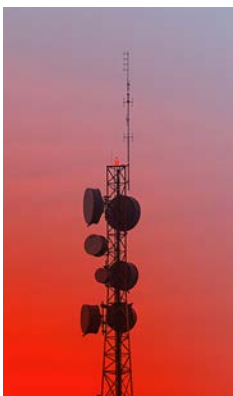


## PUBLIC SAFETY INFRASTRUCTURE

**FY 2022 FUNDED: \$40 MILLION**  
**FY 2023 REQUEST: \$40 MILLION**

Public broadcasting requests funding for the Next Generation Warning System within the U.S. Department of Homeland Security's FEMA Federal Assistance grants. This competitive grant program will enhance public broadcasting stations' ability to provide alert, warning and interoperable communications and incorporate emerging technology in those lifesaving activities.

Public broadcasting has long been a committed partner with the public safety community. That work depends on reliable and resilient public broadcasting infrastructure, which this program will support.





# EDUCATION

## UNIVERSAL EDUCATION FOR ALL

Public television stations are educational institutions committed to lifelong learning for all. This work goes beyond the television, tablet or phone screen. It begins with the most successful early childhood education ever devised, and continues with unique classroom services and teacher professional development resources, high school equivalency preparation, workforce training and adult enrichment.

The COVID-19 pandemic exacerbated the opportunity gap, especially among those without broadband access. **Public television, in partnership with States throughout the country, provided a bridge for these families by connecting them with high-quality, standards-aligned content regardless of their access to broadband.**

## FREE 24/7 SERVICES

For over 50 years, educational programming for young children, the hallmark of public television, has **helped multiple generations get ready to learn in school and succeed in life.** This free, universally available content has been **proven to close the opportunity gap** between children from low-income families and their more affluent peers.

Local public television stations across the country have partnered with PBS to bring a first-of-its kind, free PBS KIDS 24/7 channel to their communities. The channels reach over 8 million kids between the ages of two and eight each year including: 2 million children in low-income homes, 3.5 million in over-the-air homes and 1.5 million in rural counties.

**This service has played an especially important role during the pandemic with many stations dedicating large portions of their broadcast hours across their channels to grade specific, curriculum-aligned programming.**

## UNPARALLELED ONLINE RESOURCES

PBS LearningMedia provides **free access to tens of thousands of State standards-aligned digital learning objects** -- including videos, interactive lesson plans and more -- for use in K-12 classrooms and at home. **This service has been widely used throughout the pandemic by students and teachers alike with a record 20 million users visiting the site during the 2020-2021 school year.**

## LEADERS IN JOB TRAINING

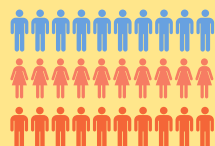
Public television **operates the largest nonprofit GED program in the country.** Additionally, public television stations are **leaders in workforce development**, creating hundreds of online instructor-led certification courses to train and retrain hundreds of thousands of adults and the American Graduate Initiative is helping to address the skills gap.



## EDUCATIONAL IMPACT

**13.5 M**

Kids (2-8) watched PBS KIDS last year



**10%**

Higher achievement scores than the average student when PBS LearningMedia resources were integrated into existing curriculum



**80%**

Growth in PBS Parents users during the pandemic, serving as an important resource for families nationwide





# PUBLIC SAFETY

**Public broadcasters commit a portion of their broadcast spectrum and infrastructure to public safety communications through datacasting partnerships** with federal, State and local public safety, law enforcement and first responder organizations -- connecting these agencies with one another and the public, saving lives and property.

All of these services depend on reliable public television infrastructure, and that infrastructure depends on federal funding.

## DATACASTING

- America’s Public Television Stations have partnered with the U.S. Department of Homeland Security to offer local first responders datacasting services that use the broadcast spectrum to help first responders send critical information and video to each other during times of crisis.
- Through these datacasting partnerships, public television stations use their infrastructure and broadcast spectrum to securely transmit essential encrypted information to responders in the field in real-time without the capacity constraints of traditional mobile or broadband delivery.
- The Department of Homeland Security’s Science and Technology Directorate has conducted several successful pilots throughout the country that, in addition to other local initiatives, demonstrate the effectiveness of public television datacasting in a range of use cases, including:



**Flood Warning and Response**



**Interoperability**



**Enhanced 911 Responsiveness**



**Rural Search and Rescue**



**Over Water Communications**



**Large Event Crowd Control**



**Faster Earthquake Warnings**



**School Safety**

## EMERGENCY ALERTS

Public television, through PBS WARN, has partnered with the Federal Emergency Management Agency (FEMA) to provide the Wireless Emergency Alert (WEA) system that enables cell subscribers to receive geo-targeted text messages in the event of an emergency -- reaching them wherever they are in times of crisis.

Between March 12, 2020 and August 5, 2021, more than 10,270 WEAs were issued by State and local authorities and transmitted over the PBS WARN system in different parts of the country. Approximately 634 of those alerts were for COVID-19, harnessing for the first time the reach and ubiquity of mobile device communications to address a pandemic.

This same digital infrastructure provides the backbone for emergency alert, public safety, first responder and homeland security services in many States and communities, including many local stations that serve as their States’ primary Emergency Alert Service (EAS) hub for severe weather and AMBER alerts.





# CIVIC LEADERSHIP

**Public television regards its viewers as citizens rather than consumers.**

As some of the last locally controlled and operated media, public television stations are deeply committed to localism and programming that reflects the rich diversity of the communities we serve. We help citizens and communities understand the issues they face locally and regionally -- enabling them to develop solutions based on reliable information and rooted in community partnerships.

- As our nation grapples with issues of racial injustice, civil unrest and challenges to our democracy, local public television stations serve as a safe space to convene the public and reflect the rich diversity of the communities we serve.
- Local public television stations **serve as the "C-SPAN" of many State governments**, providing access to the State legislative process, governors' messages, court proceedings and more.
- Public television provides more community public affairs programming, **more local history and culture, more candidate debates** at every level of the election ballot, more **specialized agricultural news, more community partnerships to deal with issues of concern like veterans' affairs and the opioid crisis**, and more civic information of all kinds than any other service in the media universe.
- Through such programming as *American Experience*, *American Masters*, *PBS NewsHour*, *Frontline* and the works of a broad and diverse group of acclaimed storytellers including -- Ken Burns, Henry Louis Gates, Jr., Mariem Pérez Riera, Stanley Nelson, Jamila Wignot and many, many more -- **public television tells the story of America more thoroughly and authoritatively than any other service in the media universe.**



## #1

### IN PUBLIC TRUST

For the 19th year in a row, public television is the most trusted American institution



## 86%

Of Americans agree PBS stations provide an excellent value to communities



## \$1.40

Approximate annual cost of public media per American

# ARCAN

ARKANSAS CITIZENS ACCESS NETWORK

Arkansas  PBS



# READY TO LEARN

**Ready To Learn uses the power of public television's on-air, online, mobile and on-the-ground educational content and engagement to build science, math and literacy skills of children between the ages of two and eight, especially those from low-income families.**

- First authorized in 1992, and most recently reauthorized in 2015 as part of the Every Student Succeeds Act, Ready To Learn is a competitive grant program administered by the U.S. Department of Education.
- Ready To Learn investments have supported the production and academic rigor of PBS KIDS series: *Molly of Denali*, *Elinor Wonders Why*, *Ready Jet Go!*, *Peg+Cat*, *SuperWHY!*, *Odd Squad* and other iconic kids' programming.
- Ready To Learn **leverages a national-local partnership among CPB, PBS and local public television stations that helps teachers and caregivers make the most of these media resources locally** – including online, mobile apps, on television, and in schools, preschools, homeschools, Head Start and other daycare centers, libraries, mobile learning labs, Boys and Girls Clubs, and community centers.
- Ready To Learn has **proven to be particularly helpful to preschool age children from low-income communities** who have access to Ready To Learn's innovative learning tools and targeted on-the-ground outreach.
- Ready To Learn's science, math and literacy **content is rigorously tested and evaluated** to assess its impact on children's learning.
- Since 2005, **more than 100 research and evaluation studies** have shown that Ready To Learn literacy and math content engages children, enhances their early learning skills and allows them to make significant academic gains, helping bridge the opportunity gap.
- **Ready To Learn content improves early math and literacy skills**
  - 14% increase in knowledge of numbers, operations and algebraic thinking
  - 25% increase in skip counting
  - 21% increase in naming letters
  - 37% increase in letter sounds

**52%**

of 3-4 year olds **DO NOT** attend preschool

but nearly

**97%**

of Americans have access to Ready To Learn content through public television

**100 Million**

PBS KIDS apps downloaded to date



PBS KIDS' programs average

**16.3 Million**

monthly users across PBS KIDS' digital platforms

**407 Million**

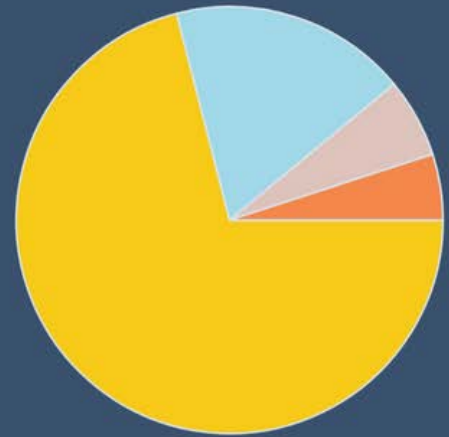
monthly streams across PBS KIDS' digital platforms





# Public Broadcasting Statutory Funding Formula

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**Grants to Local Stations — 71%**  
Grants in the form of Community Service Grants (CSGs) for the creation of local programming and services

**Grants for Programming — 18%**  
Grants to producers and national distributors with an emphasis on educational programming and serving underserved audiences

**System Support — 6%**  
Includes research and national initiatives and copyright fees

**CPB Operations — ≤ 5%**  
CPB operations and administration

## CPB SUPPORTS LOCAL FUNDING

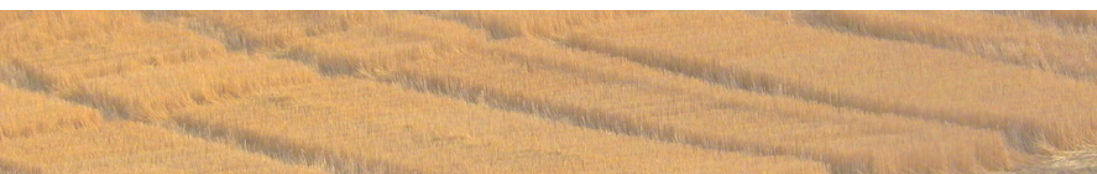
As directed by the Public Broadcasting Act, the vast majority of the federal appropriations to CPB goes directly to local stations to support their local public service work. These Community Service Grants (CSGs) support local stations' work in education, public safety and civic leadership.

Local public television stations are able to attract an average of \$6 in non-federal funds for every federal dollar they receive. The relatively modest federal investment ensures that stations can reach all citizens regardless of their location or ability to pay for media services.

## NO SUBSTITUTE FOR FEDERAL FUNDING

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**The Government Accountability Office has found there is no substitute for federal funding to ensure universal service for public television.**





# THE FUTURE OF PUBLIC SERVICE MEDIA

**Public television is poised for a future of public service more focused, comprehensive and versatile than ever before in its 50-year history.**

With the voluntary **adoption of a new ATSC 3 NEXTGEN TV** broadcast standard over the next few years, public television stations will pursue these missions with **unprecedented mobility, interactivity, addressability, signal strength, spectrum efficiency and endless adaptability.**

This common mission focus and these technological advances will make it possible for us to:

- **Educate more children and train more adults**, more creatively and effectively, expanding learning platforms well beyond the television set.
- **Protect more lives and property in more communities** everywhere, through enhanced use of our licensed spectrum to provide reliable emergency communications.
- **Provide more essential civic leadership** with enhanced content and service engagement opportunities that can truly revolutionize participatory democracy and community dialogue around some of the nation's most pressing issues.

**This exciting vision of service and progress for public television depends on a growing federal investment in our work and our infrastructure.**

Such an investment in our missions and modern technology **will pay extraordinary dividends to the American people**, in the form of a better educated society, safer communities and a more secure country, and a citizenry well prepared to lead the world's most important democracy.

