Corporation for Public Broadcasting
Appropriation Request and Justification
FY 2021/FY 2023

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 2021/2023

FY 2023 CPB Funding

The Corporation for Public Broadcasting requests a $515 million advance appropriation for Fiscal Year (FY) 2023. This request is an increase of $50 million compared to our FY 2022 appropriation.

First proposed by President Ford as a five-year advance, the two-year advance appropriation, in place since 1976, serves as a firewall that protects public media's independence from political influence. The two-year advance has served this purpose well for more than 40 years and has helped public media achieve its consistent 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 narrow the achievement gap between children from low-income families and their more affluent peers. The two-year advance allows us to consistently invest in the most recent research and data 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 a decade of level funding. CPB is grateful to Congress for the $20 million increase for FY 2022, bringing our fund total to $465 million. However, today, the inflation-adjusted funding would exceed $540 million. This extended level funding has resulted in a very real, and detrimental loss of purchasing power for local stations. As public media pursues a future of public service more focused, comprehensive and versatile than ever before, additional federal funding is needed to continue to provide essential public media services in communities nationwide.

CPB Annual Funding History, FY 2017 through FY 2023

($ millions)	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023
General Fund	$445	$445	$445	$445	$445	$465	$515 Request
Interconnection	$50	$20	$20	$20	$20 Request	$20 Tentative Request	$20 Tentative Request

FY 2021 Public Broadcasting Interconnection Funding

CPB requests $20 million to continue the replacement of 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 backbone of our nation's public broadcasting service. CPB requests Congress' support in replacing and upgrading 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. This enables PBS and NPR to better meet the needs of stations, and ultimately the American people, amid evolving technology and media trends. It further allows CPB to more efficiently report back to Congress on an on-going basis the strategic application of these 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 5, 2019, 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, 2018 and 2017, 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 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.

[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 2021/2023

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 public media content. CPB supports a healthy and vibrant network of public media stations that play an essential role in education, public safety and civic leadership in communities across America. Through key initiatives such as American Graduate: Getting to Work; local and regional journalism collaborations; Ready to Learn; Veterans Coming Home; and public safety, CPB encourages local public media stations throughout the United States to serve their diverse urban and rural communities and strengthen our civil society, locally and nationally.

CPB's education mission encompasses early childhood, elementary and secondary education, and inspires lifelong learning. Beginning with Ready to Learn, a program proven to help preschoolers prepare to succeed in school (especially those in high poverty areas), hundreds of millions of young children have benefited from this early learning program throughout public broadcasting's decades-long commitment.

PBS LearningMedia, funded in part by CPB, provides elementary and secondary school education resources to more than one million educators and users each month, reaching an estimated 15 million students, including more than 30,000 homeschoolers. PBS LearningMedia content includes standards-based, curriculum-aligned, interactive digital learning content drawn from the best of public television programming (Ken Burns' documentaries, *NOVA, Nature, American Experience,* and more), as well as excellent source material from the Library of Congress, the National Archives, the Smithsonian Institution, NASA, the National Science Foundation, and other leading educational and cultural institutions.

CPB's American Graduate initiative is public media's long-term commitment to supporting community-based solutions that help young people succeed in school and in the workplace. Two years ago, American Graduate began raising 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 television and radio stations have engaged with more than 1,700 businesses, educators, faith-based organizations, and other partners across the country to tell the stories of youth at risk and the supportive adults and communities that help them succeed. Through American Graduate, public media, with its unique position as a trusted resource and important partner in local communities, provides an informational conduit identifying pathways to graduation, job readiness and career success, and produces local content focused on these essential skills. These efforts have helped increase the graduation rate from 79 percent in 2011 to an all-time high of 84.6 percent in 2017, including the first time in 40 years, African American 18-to-24-year-olds completing high school at a rate on par with white 18-to-24-year-olds.

Public safety is another core mission. Public television stations are the failsafe backbone of the nationwide Wireless Emergency Alert (WEA) system, providing a redundant backup path for distribution of critical, geotargeted alerts to mobile devices. NPR and the Public Radio Satellite System's MetaPub service enables local public radio stations to issue text alerts and other information to smart radios in car dashboards, mobile phones and tablets. Through the

Emergency Alert System (EAS), public television and public radio stations ensure on-air delivery of lifesaving alerts and information in times of local and national emergency. 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 in times of crisis.

Civic leadership is the third pillar of public service for public media. Our civic commitment comprises highly-trusted news programming, forums for candidate debates at every level of the ballot, ongoing coverage of state legislatures, including serving as the "C-SPAN" of many state House of Representatives, 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.

During a time when local newspapers are closing their doors and thousands of journalists have lost their jobs, public media stations have added more than 700 journalists to local staffs over the past six years. Public radio has more than 2,862 journalists working at NPR and local public radio stations across the country. They are delivering value to the American people through content that gives them the information they need to understand our changing world, improve their communities, spark intellectual curiosity and enhance daily life.

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

Public media's programming continues to earn the nation's most prestigious awards—receiving more than 70 Emmy nominations, 13 Peabody awards and 245 Regional Murrow awards in 2019—and it is a forum for civil discourse, cultural enrichment and educational instruction, reaching virtually every household in America.

Public media is a public information resource that is improving the lives of millions as it embraces innovation in content and technology, nurturing diversity of talent and programming, and inspiring civic responsibility. The public-private partnership represented by the federal appropriation will allow CPB to continue to tell America's story in a way that enhances our civil society and connects us to one another. Congress' 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, our nation's capital, and U.S. territories.

Section I

CPB Requests a $515 Million Advance Appropriation for FY 2023

The Corporation for Public Broadcasting (CPB) requests a $515 million advance appropriation for Fiscal Year 2023. This request is a $50 million increase as compared to the amount Congress provided for FY 2022. 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 fiscal and budgetary challenges facing the federal government. As a result of level funding during ten of the last 11 years, the purchasing power of the federal funding has been reduced considerably making it more difficult for local public media stations to enhance the essential services they provide their communities in the areas of education, public safety and civic leadership. Increased funding continues to be needed to realize the full potential presented by local public media stations' unique role in their communities and technological advancements. CPB's FY 2023 request provides the support for CPB to carry out its statutory mandate to provide a valuable 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 17th consecutive year, PBS continues to be one of the most trusted institutions and is considered the best value for the American tax dollar.[2]

Overview of the Corporation for Public Broadcasting

The federal appropriation supports more than 1,500 locally controlled public television and radio 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 universally free education, information and culturally enriching content 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. Therefore, 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 fashion; bolsters the "American Graduate" initiative to help young people succeed in school and in their careers;

[2] Marketing & Research Resources Inc. (M&RR) January 2020. http://valuepbs.org/assets/docs/2019_Trust_Booklet.pdf

attempts to supports stations' backlog of 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 stands. Undermining this foundation would put the structure as a whole 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 public television and radio programming and services, the federal investment is essential to sustain the operations and public service mission of local public media stations, community-based accountability and the aspiration to fulfill the universal service goal to reach every American.

Further, smaller stations, especially those serving rural, minority and other underserved communities, do not have the donor base to raise as much money. In rural areas, local public broadcasting stations may be the only local source of news, weather, emergency alerts and other critical community services. The federal investment in public media is often over 30 percent or more of these station's budgets, and it keeps their essential services commercial-free and available to all Americans free of charge.

CPB's values are guided by our commitment to innovation, diversity, engagement, or the "Three Ds" — Digital, Diversity and Dialogue. This means we are always investing in innovative practices to deliver public media experiences over multiple media platforms. We continue to seek ways to expand inclusion and diversity—age, ethnicity, race, gender, socio-economic background, geography, differing abilities/disabilities and points of view—at all levels of public media, and we are committed to helping public media stations engage with their local communities. The Three Ds are at the heart of CPB's leadership role within the public media system. They provide the framework for CPB's grant-making, and help CPB, as the steward of the federal appropriation, articulate public media's mission.

Public Media in the Larger Media Landscape

This request comes at a time of media fragmentation and technological transitions, making the role of public media even more essential as we focus on connecting content and services to local communities, delivering the highest quality educational multimedia content, and innovating for greater efficiency and responsiveness. While there are more media outlets today than there were 50 years ago, very few of them provide the in-depth local content that public media is committed to delivering consistently. With most streaming video services uninterested in providing local service and more local newspapers shutting their doors every year, public media's local content is more important than ever. In many rural communities, public media may serve as the only local media content available.

Americans are seeking more in-depth, context-driven and fact-based information. Public media's commitment to serving as a trusted source for all Americans, free of charge and commercial free, and as a safe, civil place for discussion is a central and relevant priority in people's lives. As we look forward, CPB will continue to serve as a trusted steward of these precious taxpayer dollars in ways that ensure the American people continue to receive value from public media. Over the

past 50 years, public media has anticipated and responded to the changing ways Americans choose to receive media, while maintaining 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.

Public media has always been a "best case" example of television channels being used efficiently and effectively, implementing multicast capabilities and relying on unimpeded coverage areas to reach diverse communities with content and services that address the challenges we face locally and nationally. Public media stations are actively deploying mobile DTV, HD, multicasting, and educational and public safety datacasting.

Providing resources to 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 our high-quality content is reaching all Americans in the ways they choose to access media. At the same time, 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 high-quality content is available to all Americans free of charge and free of commercial influence, wherever and however they choose to consume it. CPB's appropriation will help the public media system respond to the quickening pace of technological change and the changing ways in which Americans are consuming and engaging with media.

ATSC 3.0 ("NextGen TV")

The next major transition on the horizon is from the current broadcast standard Advanced Television Systems Committee (ATSC) 1.0 to ATSC 3.0, or the NextGeneration ("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 five to ten years. Testing has commenced in several markets around the country with participation by public television stations in Raleigh, NC, Phoenix, AZ, and East Lansing, MI.

There are four principal public service benefits of NextGen TV— interactive educational children's programming, public safety, accessibility and visual enhancements — along with various other benefits that will broadly enhance the reach of public broadcasting and access to its noncommercial services. By creating the opportunity for interactive broadcast programming, NextGen TV creates the possibility for children's television programming to incorporate educational activities in a single, seamless way that reinforce the learning objectives of that 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 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"[3] 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."

One of the opportunities this new technology could allow is for public broadcasters to better serve those who are hearing and 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 competitive and viable, stations will have to undertake this costly technology transition. A January 2018 report prepared for CPB by Meintel, Sgrignoli and Wallace, states, "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.[4] One study suggests that it will cost a station between $500,000 and $3,600,000 to transition to the new broadcast standard, depending on the station's current infrastructure. This broad range of potential costs depends on how new various 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

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[3]CSRIC Final Report on "Comprehensive Re-imaging of Emergency Alerting." June 2018 https://www.fcc.gov/files/csric6wg29junereportcomppdf

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

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.

Public media worked closely with the FCC to align the spectrum auction repack with the newly recommended standard so that public television stations that are forced to move as part of the spectrum repack will be able to use the Relocation Fund to purchase equipment that is ATSC 3.0 compatible for when the station is ready to transition. The Relocation Fund will not cover all of the equipment to make a station NextGen TV-ready, and not every public television station is eligible for Relocation Fund reimbursement. However, the Fund will alleviate some of the stations' financial stress and ensure that Relocation Funds are not wasted on already outdated technology that will have to be replaced with ATSC 3.0 equipment.

Public radio has also worked with the FCC to help identify the disruption to "bystander" radio stations co-located on or near a TV tower and affected by TV repack work, and to determine eligibility requirements and logistics for requesting reimbursement for facilities necessary to keep these stations on the air. NPR purchased emergency portable transmitters and antennas, and portable studio kits to establish temporary auxiliary facilities needed to minimize disruption of service for listeners who rely on their critical local news, unique local programming and public safety information. The equipment is also available on short notice in the event a station is affected by a natural disaster or by human-made disaster, such as a chemical spill which prevents access to the station.

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.

An Educational Treasure

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. Education is the heart of public media, and our contribution to education—from early childhood through adult learning—is well-documented. Public media's content is consistently regarded as "most trusted" by parents, caregivers and teachers. As classrooms become more connected, our content becomes an even more valuable teaching tool.

Built on the success of programs like *Sesame Street*, *Reading Rainbow*, and *Mister Rogers' Neighborhood*, PBS is a leading resource parents turn to for preschool video online, with content proven to improve critical literacy, social-emotional and math skills in young children.

CPB's appropriation makes this high-quality, researched-based, educational content possible, both on-air and online and available 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.

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, positive messages and positive role models. The *Ready Jet Go! Space Explorer* free app uses augmented reality to facilitate viewing of planets and constellations and was downloaded more than a half-million times in its first three months. *Splash and Bubbles*, an ocean science series produced by The Jim Henson Company, introduces young children to the ocean and the creatures and life forms that live in it. As part of CPB's grant to The Jim Henson Company, they created The Open Door Program, an internship for five entry-level production staff from underserved backgrounds. Two of the interns who participated in Season 1 have been hired on to commercial productions. In addition, a new CPB-funded science series for pre-school children, *Elinor Wonders Why*, will premiere in September 2020.

PBS and public television stations complement on-air broadcast services by making educational and other noncommercial content and services available on IP-based platforms such as PBS.org and 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,[5] and PBSKIDS.org accounts for over 35 percent of time spent streaming videos across desktop, mobile, and over-the-top (OTT) devices.[6] The collection of 72 mobile apps has been downloaded 68.8 million times.[7] An evaluation of PBS KIDS' digital content found that the games and at-home activities had positive impacts on children's math skills, as well as increased parent engagement in their children's learning.[8]

Nearly three years ago, 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. This 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. Children in under-served homes are also benefitting. As a result of adding this service, time spent viewing PBS improved by 67 percent among low-income families, 65 percent in over-the-air homes and 68 percent in rural homes.

PBS KIDS is a valued partner for parents. A survey confirmed that parents of young children rank PBS KIDS as the most educational media brand[9] and that PBS KIDS is the most trusted children's media brand.[10] To that end, to boost learning at home – and everywhere – PBS KIDS

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[5] Google Analytics April '18 – March '19

[6] 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.

[7] App downloads (AppFigures April 2019 – June 2019)

[8] 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.

[9] Marketing & Research Resources, Inc., (M&RR) 1/2019.

[10] Source: Marketing & Research Resources, Inc. (M&RR), January 2019.

provides free resources for parents, including the PBS Play & Learn Science App, which won the 2019 American Library Association Excellence in Early Digital Media Award.

Ready to Learn

Since Ready to Learn's (RTL) inception, public media has produced and disseminated a collection of high-quality, evidence-based content to advance the school readiness skills of children, particularly those in low-income communities. In addition to creating content for broadcast, internet, and mobile platforms, local stations work with community partners to extend learning and target resources where they are needed most. 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. The demand for Ready to Learn funding exceeds the program's current financial resources. In FY 2018, CPB received 34 funding proposals totaling almost $6 million to expand Ready To Learn's local impact in the communities that need it most, but only 14 could be funded ($2.45 million).

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

Local public television stations play a unique and essential role in leading RTL's engagement effort. By working with partners such as early learning providers, daycare 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 the Ready to Learn content to the kids and families who need it the most. The 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 kids, local training for teachers and caregivers so they can make the most of the Ready to Learn media resources, and many more activities designed to meet the needs of local communities. No other media organizations have this national reach combined with proven effective outreach and local service to low-income communities. CPB-PBS and the U.S. Department of Education's RTL program also invest in extensive research that demonstrates the effectiveness of its content in formal and informal educational settings.

For example, a 2014 study of the preschool math property *Peg + Cat* found that children who used this content showed strong improvement in math areas such as ordinal numbers, spatial relationships and 3-D shapes.[11] A subsequent 2015 study of *Peg + Cat* showed that parents and caregivers reported increased confidence in helping their children learn math.[12] Similar positive findings resulted from a study of the elementary math program *Odd Squad*, which found that children using this media had significantly higher scores in post-tests than in pre-tests (e.g., 25

[11] Peg + Cat Small Content Study: A Report to the CPB-PBS Ready To Learn Initiative (EDC-SRI, 2014)
[12] Supporting Parent-Child Experiences with Peg + Cat Early Math Concepts (EDC-SRI, 2015)

percent higher in skip counting, 12 percent higher in addition and subtraction, and 7 percent higher in pattern recognition).[13] Finally, in an eight-week RTL study that aggregated content from *Curious George*, *The Cat in the Hat Knows a Lot About That!* and *Sid the Science Kid*, mathematics knowledge increased significantly in the RTL treatment group from both lower-income and higher-income families. In this study, post-test scores of children from lower-income families rose to the level of pre-test scores of children from higher-income families, and parents' awareness and involvement in their children's math development increased significantly.[14]

Further, a November 2019 study found that providing access to media focused on critical science and engineering concepts can help children who live in low-income households to learn. An eight-week study of children ages four and five from low-income households found that those who were provided access to PBS KIDS' *The Cat in the Hat Knows a Lot About That!* videos, interactive games and hands-on activities had "a clear positive effect on children's understanding of physical science concepts related to matter and forces."[15] The parent surveys suggest that the intervention with Ready to Learn materials increased their child's interest and engagement in science.

Local Education Services

In partnership with local schools, public broadcasters provide a wide array of resources and services to thousands of schools and homeschoolers across the country. Many stations contribute locally produced short videos aligned to state educational standards for teachers to use in classrooms. This locally-driven approach to creating standards-aligned digital content for classroom use has served as a best practice for states wishing to tailor content to the unique learning needs of their students.

> "Providing teachers with quality, educational content is a vital part of our mission at Alabama Public Television." – Dr. Cindy Kirk, vice president of Educational Services at Alabama Public Television

Offering tens of thousands of digital resources, 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 and parents to use to supplement their instruction. PBS LearningMedia offers high-quality, innovative digital resources for teachers and parents, helping them engage students in exploring curriculum concepts that align with state standards. The service brings together the best of public media, delivering research-based, classroom-ready learning resources—videos, interactive materials, lesson plans and images—to supplement and enrich classroom instruction and more with nearly one million unique users visit PBS LearnMedia each month. More than one 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.

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[13] Odd Squad: Learning Math with PBS KIDS Transmedia Content at School and at Home (WestEd, 2015)
[14] Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement (WestEd, 2015)
[15] Grindal, T., Silander, M., Gerard, S., Maxon, T., Garcia, E., Hupert, N., Vahey, P., Pasnik, S. (2019). Early Science and Engineering: The Impact of The Cat in the Hat Knows a Lot About That! on Learning. New York, NY, & Menlo Park, CA: Education Development Center, Inc., & SRI International. https://www.edc.org/sites/default/files/uploads/Early-Science-Engineering-Report.pdf

Further, PBS LearningMedia allows stations to localize the resource with regional interests, culture and history. For example, Prairie Public produces the *North Dakota and Minnesota Regional Studies* collection, which explores the region's contributions to history, science, engineering and art. In Arkansas, AETN produced *Bayou Bartholomew*, which guides students through the longest bayou in the world and the unique biodiversity it supports.

> "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

> "I am a high school biology teacher at Ocean City High School. The programs and lesson plans provided to us through PBS LearningMedia are invaluable to my science curriculum. My students are thoroughly engaged by the short videos and accompanying discussion questions. As a public-school teacher, this public service is not a want, but a need." Catherine Georges, Ocean City High School, Ocean City, NJ

A 2015 study that assessed the impact of PBS LearningMedia content on student learning and teachers' classroom practices showed that students made sizeable gains in content knowledge across four subjects—science, math, English language arts, and social studies. 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 using PBS LearningMedia materials spent less time relying on routine lecturing and reported that the digital resources helped make student learning more active, collaborative and engaging. This leads to improved critical thinking in the classroom, increased classroom resources, and provides 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

> "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

PBS LearningMedia also includes more than 4,000 science, technology, engineering and mathematics (STEM) resources, funded by CPB through grants to local public television stations. This resource helps educators engage students in more complex subjects.

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

Today, 95 percent of local public television stations in the 50 states and territories provide a highly localized PBS LearningMedia experience in their communities, reaffirming their significant role as community builders and local leaders in education. In addition to stations'

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

commitment to providing local educational content through LearningMedia, local member stations use PBS LearningMedia to provide professional development for educators statewide. By providing educators with the tools and training they need to integrate educational media into classroom instruction effectively, public television stations have a direct impact on teacher and student success.

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

In addition to PBS LearningMedia, local stations provide unique educational resources to students and teachers across the country. CPB's funding to stations helps support their educational mission. With the requested increase in CPB's FY 2021/2023 funding, stations could increase educational resources as well as expand their services to more rural communities. Current examples of educational station services include:

- Mobile learning labs in rural Tennessee and Idaho bring educational resources, tablets, computers and other devices, plus Wi-Fi hotspots, to children and families in rural locations that are unserved or underserved by broadband.

- Georgia Public Television'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 e-book is updated regularly to make sure the content is relevant and aligned to the most recent Georgia Performance Standards. To complement the e-book, Georgia Public Television offers virtual field trips and created "Race Through Time" – a new online history adventure game aligned to Georgia Standards of Excellence for 8th-grade social studies.

- Wisconsin Public Broadcasting's free K-12 multimedia educational content that connects to Wisconsin's academic standards spans all curricular areas and is vetted by Wisconsin educators. "Into the Map" is a Wisconsin PBS online interactive resource that explores Wisconsin's geography. "Wisconsin Biographies" connects children in grades 3-8 with figures from Wisconsin's past.

- Iowa Public Television is engaging Iowa teachers and organizational partners in a new online service to curate and share a growing collection of science media for use in Iowa's classrooms. This program explores Iowa earth and environmental science phenomena to teach to Iowa science education standards. The Governor's STEM Advisory Council supports these events.

- WKU in Bowling Green, KY has developed a student fellowship program to address the crucial need to create workforce development training opportunities for college students with autism spectrum disorder (ASD).

- Through the Pathways to Careers program, WHYY in Philadelphia, PA creates work experiences where youth put media skills learned through WHYY Media Labs directly into action, bringing youth voice to local media organizations and providing students and Philadelphia-based media organizations with valuable opportunities to learn from each other.

- Connecticut Public has created Thinkalong, an interactive online program that leverages public media journalism and an evidence-based educational approach to introduce media literacy, critical thinking, and the practice of civil debate to middle school-age youth.

- WTIU in Bloomington, IN hosts a summer tech camp, WonderCamp, for children that challenges students to complete exercises in storyboarding, scriptwriting 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.

- Around the country, public television and its community partners are working together to explore financial literacy concepts and basic math skills through PBS resources and activities appropriate for children ages 3-5 and their families. Georgia Public Broadcasting's *Lights, Camera, Budget!* online personal finance game was awarded a Gold Award of Excellence by the National Association of Economic Educators (NAEE).

- Arkansas Educational Television Network (AETN) has provided over 10,000 activity books, 1,000 reading books, educational materials and activities to many areas of the state through local agencies, schools and events. More than 600 parents attended the parent night events. In addition, AETN has provided more than 50 hours of professional development training for 600 teachers statewide.

- Montana PBS covers 95 percent of the state's population and airs educational children's content 24/7. With no state funding for early childhood education resources, Montana PBS serves as the best available resource for parents and caregivers.

- KUOW-FM in Washington State offers a year-round program called RadioActive Youth Media that introduces young people to public media and supports their growth as journalists by sharing access to public radio's knowledge, skills and institutions. Participants gain hands-on skills in broadcast journalism and digital audio technology, while building a sense of community in a safe and supportive environment. Each youth producer creates a story that is featured on KUOW-FM, and works together with a group to produce another podcast.

- Vision Maker Media partners with MIGIZI, a support organization for Native American youth, to design a Native Youth Media Training Guidebook that will aid instructors in classrooms and after school programs. This helps instructors of youth media programs to provide Native youth with the skills and tools necessary to harness the power of media for Native-driven storytelling and narrative empowerment.

Electronic Field Trips

Taking advantage of today's technology allows students to go on field trips without having to leave their desks. Electronic field trips began as over-the-air broadcasts, and today, they are distributed solely through the internet. Each field trip has specific content partners who provide access to their resources, 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 guests questions. Across America, public media stations are taking students to places that they may never get to experience in person:

- Alabama Public Television has created more than a dozen electronic field trips, visited by more than 3.6 million participants. More than half a million were from the state of Alabama and 120,000 were international students who were able to have a front-row seat in experiencing America's treasures. Field trip destinations and historical events have included: Mount Vernon, the U.S. Capitol, the U.S. Holocaust Memorial Museum, the Folger Shakespeare Library, Monticello, the Dauphin Island Sea Lab, and the American Civil Rights Movement. In the 2018-2019 school year, APT provided students the opportunity to learn about Alabama's cultural traditions through its "Artistic Roots: Alabama's Creative Culture" field trip to the Birmingham Museum of Art; "Mission Control: Human Spaceflight" and other Alabama's historical archaeological sites including Moundville, The Poarch Band of Creek Indians Archives, Old Mobile and Old Cahawba.

- On November 14, 2018, WYES-TV in New Orleans, in collaboration with the Center for Global Environmental Education at Hamline University in St. Paul, Minnesota, taught 5th through 8th graders about one of the world's major river systems through the field trip called, "The Mighty Mississippi." The 45-minute interactive lesson featured a live discussion with an expert panel, historians, dramatic video and fun facts about the Mississippi River.

- In West Virginia, Wisconsin, Oklahoma, Alaska, South Carolina, Colorado, Montana, and several other states, students were transported to Colonial Williamsburg via on-air and online field trips to learn about the American Revolution and the War of 1812. Students also had an opportunity to call toll-free and speak directly to historians and character interpreters.

CPB's American Graduate Initiative

Building on a reputation as a trusted media provider and community convener, public media's American Graduate initiative, made possible by CPB, is focused on helping young people succeed in school, career and life. CPB has been working with Civic Enterprises and the Everyone Graduates Center at Johns Hopkins University on America's Promise Alliance's *Building a Grad Nation* effort to achieve a 90 percent graduation rate by 2020. Stations have convened more than 1,700 partnerships with businesses, schools, faith-based and other non-profit organizations working together to improve outcomes for all our nation's youth to help drive towards this goal.

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 to the national average of 5.5 percent. A new report from the National Center for Education Statistics, "Trends in High School Dropout and Completion Rates in the United States: 2019," shows that for the first time in 40 years, African American 18-to-24-year-olds completed high school in 2017 at a rate on par with white 18-to-24-year-olds. The graduation gap between white and Hispanic students also decreased significantly.

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

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

- *Journey to Jobs.* WNET (New York) created a localizable (national/local) documentary 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. Hosted by Hari Sreenivasan, Journey to Jobs aired in October 2019, and was broadcast by nearly 100 public media stations.

- *The Future of Work.* WGBH (Boston) is producing a three-hour broadcast series on the complex issues facing those entering today's labor force, those displaced from traditional jobs, and the role A.I. will play in the future in reducing manual labor or rote tasks, with increased value being placed on intrinsic human skills. *The Future of Work* will include a multimedia engagement plan, "Rethinking Work" (w.t), which will provide ten $5,000 subgrants to stations for engagement with their communities and will complement American Graduate: Getting to Work. WGBH is applying best practices and learnings gleaned from American Graduate stations to develop the Rethinking Work engagement plan.

- *Personal Statement* (America ReFramed). The film follows three Brooklyn high school seniors who are navigating what to do after high school. Like so many public school students throughout the country, their schools do not have enough guidance support. Refusing to give up, they decide to volunteer as peer counselors in their schools by providing guidance on the college applications process. *Personal Statement* was nominated for a News & Documentary Emmy in 2019.

- *The Pushouts.* The film profiles the story of professor Victor Rios, a former dropout and gang member, who works to keep impoverished students of color away from the school-to-prison pipeline. The film explores themes of race, poverty and the importance of mentors. It features archival footage of Rios as a teen gang member filmed for a 1994

FRONTLINE documentary. The program premiered on public television in December 2019.

- *WORLD Channel/NALIP Beyond Graduation digital shorts.* World Channel/NALIP (National Association of Latino Independent Producers) created five digital-first, short-form videos exploring stories of young people navigating life after high school graduation. Both WORLD and NALIP are providing mentoring and assistance to the selected project teams through an incubator program designed to provide hands-on professional development experience. WORLD Channel is distributing the programs on-air and streaming online.

- FRONTLINE: In the Age of AI. This grant supports a two-hour FRONTLINE special investigation into the rapid developments in artificial intelligence and the race between the United States and China to dominate in a technology field that is changing the nature of work and how economies function. Additional original reporting and exclusive digital content, including a podcast will support the broadcast program. Customized video clips and educational assets will be made available through PBS LearningMedia. The special premiered on PBS in November 2019.

- *PBS NewsHour* features original stories focused on the state of education. The annual "Rethinking College" series takes a critical look at how higher education is evolving to provide a better post-secondary learning experience, especially for people in underserved communities with underrepresented populations. The segments range from a closer look at the low college graduation rates among Latino males on campus and possible solutions, to second-chance Pell grants for prisoners and how coding boot camps are challenging the traditional college degree model.

More than 125 public media stations have participated in American Graduate, extending the reach of national broadcast content in their local public affairs programs. Through hundreds of station screenings and panel discussions, in partnership with local organizations, public media is connecting national programming to local significance. Since the initiative launched in 2011, public media stations have broadcast more than 20,000 hours of inspiring stories, providing context to the statistics, to increase understanding and highlight solutions to the high school drop-out challenge. Further, stations have convened more than 2,000 teachers nationwide to discuss what teachers need to support their students on the path to graduation, and stations have told the stories of more than 9,000 local American Graduate champions.

- DROPPING BACK IN is a series of half-hour documentary-style programs that outlines the enormous personal and societal costs of dropping out. The project includes profiles of former dropouts, whose stories help to understand the issues they faced and how the people and institutions helped them drop back in and move on with their educations and lives. This program is part of Kentucky Educational Television's (KET) Fast Forward learning system.

- Colorado Public Television (CPT) produced a local American Graduate documentary, *Powered by Story*, which collected the stories of vulnerable students as they attended

creative workshops, from poetry and music engineering, to photojournalism and digital storytelling.

- St. Louis' Nine Network and award-winning filmmaker Frank Popper produced *Works in Progress*, a 30-minute American Graduate film that follows the lives of five students struggling to succeed in high school and the workplace. The students' stories address issues of economic and educational disparity that are often tied to race and class.

American Graduate Helps Close the Skills Gap

In 2017, the Bureau of Labor Statistics reported that there are nearly 6 million open jobs in critical, high-demand fields due in large part to an imbalance between workers' skills and employer needs. 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 response, CPB focused American Graduate in 2018 on the achievement of a high school diploma as a launching point to pathways for college and career success.

Through American Graduate: Getting to Work, public media stations are now helping to address the nation's workforce skills gap. Stations are 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. Since 2018, stations have produced and distributed over 600 unique broadcast pieces on-air that connect young people and those who influence them to high demand career resources and the pathways to prepare for and enter those careers. American Graduate: Getting to Work content has garnered more than 165 million views through broadcast and digital exposure. Working with 600 partners in business, education and government, stations are connecting with young adults and youth influencers regarding the value of and educational requirements for high-demand skilled jobs.
Examples of American Graduate: Getting to Work at the local level in both urban and rural areas of the country include:

- The Ohio Collaborative (CET, ideastream, and WOSU) hosted a live digital forum "Talking Jobs with Ohio's Next Governor," featuring Ohio's gubernatorial candidates, Richard Cordray (D) and Mike DeWine (R). The candidates addressed questions from young Ohioans about jobs and career opportunities. Ohio public media statehouse reporter Andy Chow moderated the discussions, which covered education, workforce development, job creation and the skills gap. "Talking Jobs with Ohio's Next Governor," was filmed at ideastream's Idea Center in Cleveland and streamed on Facebook, YouTube and station websites, and it was also one-hour broadcast.

- Ohio's public media stations also collaborated to produce "The Career Path Less Taken," which aired on September 5. The half-hour documentary highlighted innovative career-tech education programs across the state that are preparing young people for the jobs of tomorrow. Facing state-wide labor shortages in high-growth fields such as computer

technology, healthcare services and advanced manufacturing, the documentary provided Ohio students and their families a better understanding of career-technical education and its many benefits.

- In September 2019, West Virginia Public Broadcasting aired American Graduate: Getting to Work segments focused on helping West Virginians learn about job training opportunities that pay livable wages for high-demand jobs. Each day of that week, one three-minute production aired between "Nightly Business Report" and "PBS Newshour." The segments showcased the availability of apprenticeships, training options for laborers, automotive and diesel repair programs, utility line service training and Workforce West Virginia opportunities. Each video also premiered on YouTube and Facebook simultaneously with the television broadcast.

- Connecticut Public facilitated a town hall that had businesses share what success looks like for those who enter high-demand skilled pathways and broke down multiple negative perceptions with data and storytelling. Panelists from the Advanced Manufacturing industry along with education and school counseling experts discussed how the journey to manufacturing careers has changed over the years, how the intersection of race, class, economic opportunity and issues of inclusion factor into the industry, and how a mindset change can help fill the need for skilled and driven talent. Connecticut Public seeks out and tells 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 new career options in advanced manufacturing and the pathways to those jobs.

- Utah Education Network (UEN) created Utah Futures, a comprehensive website that allows students to explore careers, build resumes, search for colleges and scholarships, and much more. It includes the Reality Check mobile app, which is designed to help teens and young adults understand how lifestyle, occupation and education can come together for a great future. American Graduate Reality Check is ideally suited for education and career planning activities in Career and Technical Education courses, Financial Literacy workshops, and college bridge programs.

- Kentucky Educational Television (KET) created Workplace Essential Skills – an online instructional system utilizing videos, interactive learning tools and quizzes to guide learners through the application process and through the workplace environment. Soft skills instruction in reading, writing and math content is presented with real-life work examples and videos. KET has launched certification courses in Healthcare, Manufacturing, Transportation/Logistics, and most recently in Construction and Information Technology. Future courses include Construction, Information Technology, Marketing, Sales & Service, Hospitality and Tourism.

- In August 2019, Nine Network of Public Media hosted a live-to-tape town-hall style event, "Now Hiring: A Skilled Workforce," which captured the challenges and solutions to recruiting a skilled workforce in the region's high-demand skilled career industry. More than 100 business leaders, education organizations, non-profits, and government

officials from the St. Louis Bi-State area attended, including the Missouri Governor, St. Louis Mayor and a State Representative. The one-hour broadcast aired in September 2019.

- Following "Life After High School" digital collaboration with the Utah State Board of Education, KUEN was invited to participate in Jump$tart Utah Coalition's Teacher Summit for financial literacy educators. During this event, KUEN promoted the tools and resources available through their UtahFutures American Graduate program to the 200 Utahns attending, who teach state-mandated personal finance to more than 18,000 students.

- Idaho Public Television produced a “Journey to Education” digital series to raise 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. Based on feedback from the Idaho Workforce Development Council, Idaho Public Television has begun producing VR content aimed at young adults that highlights local businesses and career pathways.

- Georgia Public Broadcasting partners with the Governor’s Office and the Georgia Department of Education to create videos that promote student achievement in STEM and highlight STEM career pathways in the state. Georgia’s Fast Forward initiative also provides state-aligned resources for teachers to help connect specific STEM concepts to career pathways for students.

- WXXI-TV in Rochester, NY, helps audiences explore career options by raising awareness of successful career pathway opportunities offered in the region. A sampling of local partners includes the NY 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.

- Alaska Public Media (KAKM) brings awareness to the state of the workforce through a multiplatform promotion of the state’s unique culture and infrastructure by highlighting change-makers and solutions, and host 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. It will also connect job seekers with public media resources and those of trusted partners through a needs assessment, provide information on job opportunities and skills required to meet local industry needs, and collect 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.

- South Carolina Educational Television (SCETV) produces a PSA series called "Your Path, Your Journey—SC Workforce." It raises awareness of non-degreed careers told by young people who have obtained technical certificates, are working toward associate degrees, or are in various professional training programs. Current videos highlight careers as an electric lineman, industrial electrician, mechatronics, quality control and welding.

While stations strive to meet the needs of their communities, goals on how to serve a community are being trimmed due to the lack of funding. In FY 2018 alone, CPB received 39 American Graduate proposals from stations—requesting a total of nearly $7.6 million—advancing ways in which stations can educate young Americans about career pathways and the skills needed for those jobs. Unfortunately, CPB could fund only 19 of the proposals, totaling $3.7 million.

Lifelong Learning

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

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

- Arkansas Educational Television Network (AETN) provided more than 50 hours of professional development training for 600 teachers statewide last year.

- Educators in Pennsylvania, Delaware and New Jersey can receive state-approved continuing education credits by participating in public television station WHYY's professional development courses on how to implement 21st century learning skills in classrooms. Educators learn how to help their students create digital media and receive tips for integrating those skills into existing curricula and project-based learning approaches.

- KQED in San Francisco created KQED Teach, an online professional development learning platform to support educators' growing media literacy needs by helping them develop the media skills necessary to bring media production to their learning environments. These courses are free and self-paced. KQED also provides blended model (online and in person) professional development to teachers to support the use of classroom platform KQED Learn.

- 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 exercise and health programs.

- Kansas Public Radio – Lawrence, Kansas – The Audio-Reader Network at Kansas University is a reading and information service that is 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 on 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.

- WJCT-FM – Jacksonville, Florida – 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 much more 24 hours a day, seven days a week. Founded in 1993, it remains the only service of its kind on the First Coast.

- Sun Sounds of Arizona – Tempe, Arizona – Sun Sounds, 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.

- 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 provide job training, GED testing, and food- and alcohol-handling certifications. The station offers 450 online, instructor-led certification courses such as Cisco IT certifications, veterinary assistant, home energy audit inspector. paralegal assistant, pharmacy technician, supply chain warehouse manager and food service manager. Last year 126,000 people completed one of the courses. All require less education than a 2-year associates degree, intending to put unemployed people to work quickly. An independent economic impact evaluator, Applied Analytics, estimated that the station's local annual wage impact was

over $3.6 billion—disproportionately 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 empower young people to produce unique video stories that explore how national issues affect local communities. By amplifying youth voices in national and local dialogues, SRL embodies the education, journalism and service missions of the public broadcasting system. SRL works with schools, stations and students in 46 states to create content for national broadcast and online platforms, with a top priority to recruit and maintain diversity. SRL operates local Labs at 150 sites across the country, over 70 of which are at Title 1 schools.

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 dealing with issues such as the opioid crisis, 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. In addition, CPB supports many of the major public media news producers including *PBS NewsHour*, *FRONTLINE*, *Washington Week*, *Native National News* and NPR. And in October 2019, with CPB funding, PBS NewsHour launched "NewsHour West," a bureau housed at the Cronkite School of Journalism and Mass Communication at Arizona State University, which provides updates for the program's viewers in western states.

The exceptional journalism that public media provides, including local news and documentaries, requires financial support. Stations face a trade-off – the more high-quality, local journalism they produce, the less they have available to spend on other services such as educational outreach and infrastructure maintenance. CPB's FY 2021/2023 request will help stations continue their production of local news and information on community issues, thereby developing the best possible sustainable outcomes. Examples of such efforts include:

- 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 a variety of programs and initiatives to reach the many diverse local cultures around the state. They 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 WGBH Radio strives to make local connections with its news and talk programming that examines public policy, cultural changes and civic engagement. Each week, WGBH Radio broadcasts 15 hours of original programming that brings a wide range of local voices and opinions to their listeners.

- 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.

- KPBS public media in San Diego produces a nightly new program, *Evening Edition*, that explores everything from politics to policy and environment to education.

- After the September 2019 floods in Nebraska, NET documented the stories of survivors, first responders and local communities in their documentary *And the Floods Came*. In addition, local reporting included interviews from Nebraskans on the impact of the floods and how their communities recovered. These stories were broadcast on NET and many were carried on national broadcasts through NPR and PBS Newshour.

Local and Regional Journalism Collaborations

CPB funding is a driving force in the growth of public media journalism. Over the last fifteen years, CPB has granted $145 million in support of journalism. In addition, CPB is funding nearly $8 million in national, regional, and local election coverage in 2020. These major investments support 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. Meanwhile, public media stations have added more than 1,000 journalists to local staffs since 2011. Our goal is to add another 750 journalists to the public media ecosystem by 2022.

CPB seeks to increase the capacity of public radio and television stations to create high-quality original and enterprise journalism by supporting collaborations between 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 are pooling resources, sharing

lessons learned, and working 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 states, "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 November 2019, CPB announced a $1 million grant to FRONTLINE to help strengthen local investigative journalism. With additional funding support from the Knight Foundation, FRONTLINE will provide comprehensive support to five reporting teams in Florida, New Mexico, Colorado, Oklahoma and Wisconsin through a new national-local partnership model that addresses the critical need for enterprise journalism in areas with limited or dwindling access to news and information. FRONTLINE will extend consistent journalistic guidance and editorial vetting, along with extensive expertise on how to connect investigative journalism with new audiences, helping these news organizations develop sustainable models that they can carry forward and adapt for future investigations.

In the last three years, CPB has helped launch 13 regional collaborations, creating 90 newsroom positions, including 16 editors. These collaborations increase local journalism capacity by allowing public media radio and television stations to better coordinate and share their reporting expertise and resources to undertake ambitious journalism projects in multimedia formats. The collaborations also contribute stories to national public media programs such as *PBS NewsHour* and NPR's *Morning Edition* and *All Things Considered.*

Other on-going collaborations include:

- 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. Lead station is Louisville Public Media.
- Illinois Newsroom - seven public media stations in downstate Illinois focus on political issues, education, agriculture, health and the environment. Lead station is Illinois Public Media (WILL-Urbana).
- Alaska's Energy Desk - three Alaska public media organizations focus on statewide energy issues and rural coverage. Lead station is KTOO Public Media, Juneau.
- Elemental: Covering Sustainability – five stations in Arizona, California and Colorado create a news service covering emerging solutions to water resources, renewable energy, and urban challenges. Lead station is Arizona PBS at Cronkite School of Journalism, Phoenix.

[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 non-profit newsroom CALMatters.org create a statewide, multiplatform news service with a focus on statehouse coverage, the economy, and quality of life. Lead station is Southern California Public Radio/KPCC.

- Kansas News Service – four stations provide a statewide news service with a focus on statehouse politics, health, education, natural resources, rural life and agriculture. Lead station is KCUR, Kansas City.

- Mountain West News Bureau – six stations in Idaho, Colorado, Montana, Wyoming and Utah focus on natural resource management, Indian Country, public lands, small towns and the rural West, and expanding growth in cities. Lead station is Boise State Public Radio.

- StateImpact Pennsylvania – four stations provide a statewide news service on the energy industry and environmental impact of production. Lead station is WITF, Harrisburg.

- 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. Lead station is WFYI, Indianapolis.

- 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. Lead station is Connecticut Public Broadcasting Network (CPBN).

- Texas Station Collaborative- 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.

- Gulf Coast- led by WBHM in Birmingham, AL, the collaboration will include Mississippi Public Broadcasting and WWNO in New Orleans. In 2020, the project will add five reporters to the region and a regional editor.

Through years of strategic investments, CPB has laid the groundwork for a network of local and regional public media news organizations that, in partnership with national producers, strengthens public media's role as a trusted news source. Leveraging public media stations' local ownership as a foundation for nationwide collaboration, CPB has invested more than $33.5 million since 2009 to help launch 34 local, regional and single-topic collaborations as well as joint regional newsroom operations. These partnerships connect 139 public media stations in 42 states, providing the basis for a vibrant multimedia network of high-quality journalism.

A recently launched collaborative initiative is called "Listening to America." Public television and radio stations, led by KCUR in Kansas City, MO., will work together to organize a constellation of local conversations across the country, both in-person and online, about the importance issues facing their communities. Supported by a $1.9 million CPB grant, the initiative is designed to strengthen the ability of public media stations to incorporate community and citizen perspectives in local, regional and national overage.

Another reporting initiative called “Every 30 Seconds,” will feature stories on a group of young Latinos preparing to participate in their first national election cycle. Every 30 seconds, a Latino in the United States reaches the voting age of 18. Produced by PRX’s daily news program The World, the reporting seeks to provide insight into the issues and influences driving these young people and offer a fresh and different perspective on the election story.

As journalism capacity expands, public media needs to attract new editorial leaders from outside the system and better develop potential leaders inside the system to uphold high editorial standards and engender ongoing communication among local/regional/national editorial leadership. As stations bring in new editorial leaders, they must also ensure that editors reflect the great diversity of the American people. In August 2018, the CPB Board approved a grant of $1.1 million to Arizona State University’s Cronkite School for the Editorial Integrity and Leadership Initiative (EILI). The program is 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 seeks to develop news leaders who embrace the urgency of innovation while upholding public media’s highest editorial standards. The first 50 journalists to go through the program come from 37 states and 46 cities. They serve rural towns and large metropolitan areas and represent public media newsrooms large and small. When EILI ends in 2020, a total of 100 newsroom leaders will have participated in this professional development program.

Content that Matters and Engagement that Counts

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

Americans value content from their public media system that enlightens, inspires, educates and entertains – programming that presents ideas and information in a balanced, trustworthy way. In 2019, public media programs won 13 of the 30 Peabody Awards, and CPB-supported public media organizations won 36 National 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, PBS once again led all networks with 47 nominations for News & Documentary Emmy Awards.

In February 2019, PBS KIDS ranked, again, number one as the most 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 41 million public radio listeners a week, public media is strongly delivering on its mission.

Public media’s content sets us apart from commercial media through its high quality, in-depth look at issues and how different issues impact local communities. Recently, CPB provided WXXI-TV in Rochester, NY, with a $645,000 grant to expand its *Move to Include* project, which supports content production, curation, and engagement on disability issues. This grant will expand the work to public media stations WFYI in Indianapolis, Oregon Public Broadcasting, WGCU in Fort Myers, FL, WCNY in Syracuse, NY, and Iowa Public Television. These stations

will organize community partnerships to encourage people to embrace different abilities and create a more inclusive community life.

During the winter of 2018/2019, Firelight Films, the award-winning production company committed to making films about pivotal events, movements and people in American history, partnered with public media stations to present the latest film from Stanley Nelson and WNET, "*Boss: The Black Experience in Business.*" The CPB-supported film illuminates the story of the African American achievements that shaped this country and is now woven into the fabric of our history. The documentary introduces viewers to stories of black business in the United States - from the days of slave labor to free blacks to billionaires. A digital presence via website, social media support and educational resources for PBS LearningMedia complemented the two-hour broadcast. In addition, Firelight Media will present, "*Creating A New World: The Transatlantic Slave Trade*," a four-part television series on the transatlantic slave trade. The series will explore aspects of an enterprise that peopled continents, transformed economies, and shaped the modern world. A robust education and community engagement plan will supplement the broadcast project.

In 2019, Latino Public Broadcasting and WNET, with support from CPB, examined the life and career of Raúl Juliá in its production, "*Raul Julia: The World's A Stage.*" From his early days on local stages in Puerto Rico to stardom on Broadway and in Hollywood, the film uses Julia's interviews, home movies, and more to lead viewers into each phase of his story. His life as an artist is illuminated by commentary from those who knew and worked with him: Meryl Streep, Anjelica Huston, William Hurt, Edward James Olmos, Esai Morales, and family members of Juliá.

In September 2019, Ken Burns' sixteen-hour documentary *Country Music* explored the history of country music as it evolved over the course of the 20th century to become America's hallmark musical sound. Exploring questions such as "What is country music?" and "Where did it come from?," *Country Music* follows the fascinating characters who created the American art form — from the Carter family, Jimmie Rodgers and Bob Wills, to Hank Williams, Johnny Cash, Loretta Lynn, Charley Pride, Willie Nelson, Dolly Parton, Merle Haggard, Emmylou Harris, Garth Brooks and many more. And like the music itself, *Country Music* tells unforgettable stories— stories of the hardships and joys shared by everyday people. In addition to the film, CPB provided grants to 40 public television and radio stations to harness the energy of *Country Music* to foster community connections through outreach and engagement activities.

In the fall of 2020, Professor Henry Louis Gates, Jr. will take viewers on a journey through the rich and complex evolution of the Black Church to reveal how it has influenced nearly every chapter of the African American story and continues to animate black identity today. *Say Amen: A History of the Black Church* will be a four-part series.

American Portrait is a new multimedia project, comprised of user-generated content, created and contributed by people of all ages and demographics across the country that seeks to answer the question of what it means to be an American today. The content is formatted for an online experience and an interactive traveling exhibition where participants will be able to tell their own stories by submitting user-generated video. Four, hour long documentaries will be broadcast based on stories generated through American Portrait online platform.

> "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, nearly 500,000 Americans have interviewed with StoryCorps, allowing them to record stories about their lives, connecting individuals and communities through shared experiences. The recordings, archived at the Library of Congress, make up the largest single collection of human voices ever gathered. Many of the recordings have been made 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 podcast, NPR broadcasts, animated shorts and digital platforms. The latest StoryCorps initiative, launched in January 2018, is "One Small Step." It is 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 cross partisan divides and better understand each other.

Every day, public radio stations offer listeners the opportunity to discover, learn about and enjoy new music selections, artists and genres—including local musicians 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 is supporting local artists and the local music economy, while at the same time fulfilling its unique mission of providing community service, education and culture.

In the spring of 2020, public media will focus on health-related content, much of which is made possible by CPB funding, to help spur a national-local conversation on issues that impact all Americans. Content includes:

- *The Race to Solve Suicide*, produced by Twin Cities Public Television, will explore how scientists from multiple fields are beginning to solve the mystery of suicide – its causes, triggers and what might be done to slow the disease. In addition to the documentary, an engagement plan with national partners, online resources and local stations is being developed. Suicide takes some 44,000 lives in the U.S. each year and is now the leading cause of death for teens.

- *Blood Sugar Rising*, produced by WGBH in Boston, explores diabetes, one of the most important and least recognized health, scientific, and cultural issues of our time. At the center of the project is a two-hour television documentary exploring the history and science of diabetes, the communities most at risk, and up-to-date developments in prevention and treatment. The project also includes educational assets for teachers and classrooms and up to ten station grants that encourage local partnerships with health organizations.

- *Decoding Mental Illness* (w.t.), produced by WGBH in Boston, follows the history of mental health from ancient notions of insanity through the rise of Sigmund Freud, and to

the latest breakthroughs in brain science. Each program will include historical and contemporary stories of individuals challenged with mental illness and follow leading mental health practitioners and scientists who work at the cutting-edge of their fields. WGBH will partner with 20 stations that will work with local partners to hold live events, screenings and digital conversations. WGBH will further develop educational resource materials that support the teaching the history of mental illness in high school classrooms for distribution through PBS Learning Media.

- Side Effects, an eight-station journalism collaboration lead by WFYI in Indianapolis, focuses on in-depth coverage of health issues in the Midwest. Side Effects podcasts include: "Healthy In Any Language," and on-going series that raises awareness of the healthcare challenges faced by refugees and other immigrants. Side Effects has highlighted a wide range of issues, including language barriers, the lack of cultural training among doctors, and mental health problems among refugees from war-torn countries. Stories have come from Indiana, Illinois, Iowa, Missouri and Ohio. Another ongoing series, "A Quiet Crisis" explores mental healthcare in the region's schools. Topics include the urban/rural healthcare divide, the unseen impact of active shooter drills and the promise of telemedicine. A third podcast and community townhall experience explores maternal and infant mortality within the African American community.

- INDEPENDENT LENS' *Bedlam* features a practicing psychiatrist as he makes rounds in ERs, jails and homeless camps to tell the intimate stories behind a national mental health crisis.

- *The Gene* is a three-hour limited series developed by Ken Burns, Barack S. Goodman and Dr. Siddhartha Mukherjee that will focus on human efforts to understand and control the fundamental building blocks of life.

- *The Man Who Fed the World*, an American Experience film that features Norman Borlaug, the man credited with saving a billion lives by engineering a disease-resistant wheat variety for agriculture.

- INDEPENDENT LENS' *Breakthrough* follows scientist Jim Allison's discovery of immunotherapy, a revolutionary cancer treatment.

- StoryCorps is capturing personal stories about the side-effects of surgery, end of life care, Autism, PTSD, and death in the medical profession during wartime.

In the past several years, public media has documented the opioid crisis on national programs like *PBS's FRONTLINE*, *NewsHour* and NPR newsmagazines, as well as hundreds of public television documentaries, public radio reports, digital pieces, town-hall meetings, and other events. WNED-TV in Buffalo, NY, produced "*Understanding the Opioid Epidemic*," which premiered on PBS on January 17, 2018. This one-hour program captures the story of the opioid crisis through personal stories of people and communities impacted by opioids and interviews with experts. WNED developed an accompanying community engagement toolkit with a family

and community discussion guide and curriculum overview as a guide to hold public or targeted screenings and discussions and to educate young people.

In addition to national and local content, public media stations are bringing together health experts, agencies and others for vital community conversations about opioid addiction. A few recent examples include:

- Maine Public Broadcasting's public affairs program "*The Maine Event*" interviewed members of the Maine Opioids Task Force about the problem and possible solutions in Maine.

- In March 2018, seven Pennsylvania public media stations (WHYY, WIFT, WLVT, WPSU, WQED, WQLN, and WVIA) launched a multi-year, multi-platform initiative to combat opioid addiction, focusing on solutions and providing help and resources for anyone suffering from addiction, including family members who are affected by the crisis. In September 2018, the stations aired a series of 14 educational stories around the Commonwealth dealing with stigma, prevention and treatment. In addition to broadcasting national and local content, they directed viewers/listeners to state and local opioid resources, including www.battlingopioids.org.

- ideastream's WVIZ-TV in northeast Ohio aired a half-hour "*Be Well"* special, which explored a range of issues associated with the opioid crisis and posted a list of community resources and related programs online.

- West Virginia Public Broadcasting's "*The Legislature Today"* featured a discussion with Elaine McMillion Sheldon, producer and director of the Oscar-nominated documentary film "*Heroin(e)*," along with Huntington Fire Chief Jan Rader, and Family Court and former-longtime Drug Court Judge Patricia Keller, who were featured in the documentary.

Coming Home: Connecting to Community

Coming Home: Connecting to Community is a public media initiative supported by the Corporation for Public Broadcasting that celebrates the people, culture, and stories of rural America through authentic local voices and talent. This multi-faceted initiative showcases local stories about the diversity, traditions and richness of small towns and rural life.

Connecting to Community speaks to all Americans as public media stations elevate stories about what home means, the contributions and significance of America's small towns, and about shared values across communities. The initiative harnesses the power of public media through a national/local network of storytellers, producers and distributors. Working with local partners, public media can uniquely preserve community stories about traditions, aspirations, struggles and what it means to be an American.

To inform this coordinated effort, CPB has engaged thought leaders, national public media organizations, and public media general managers serving rural communities. In a survey of 162 public television stations conducted in 2018, stations highlighted more than 120 local, rural-

related productions that have the potential to be shared across the system. General managers expressed interest in building greater local capacity in the following areas:

• Digital storytelling
• Deep community engagement
• Content sharing with both a regional and national audience
• Alignment of local work with national projects

In early 2020, CPB provided funding to 10 public media stations serving rural communities to support these efforts. The funding will assist homegrown rural producers, filmmakers and storytellers to put their unique and authentic stamp on what life in rural America truly entails. In total, 27 stations applied for CPB's Coming Home: Connecting to Community grant funding, requesting $1,395,917. CPB was only able to fund 10 stations totaling $500,000. With an increased appropriation, CPB could help fund more of the following types of station services:

- Environmental scans
- Local listening sessions or focus groups
- Talent pipeline assessments
- Story ideation
- Target audience research
- Local shooting and editing
- Treatment and budget development
- Partner and stakeholder engagement

CPB recently funded the National Federation of Community Broadcasters (NFCB) to train, mentor and provide technical assistance to help strengthen small, rural stations' organizational capacities, as well as diversify their revenue streams. Participating stations include: WTIP (Grand Marais, Minnesota), WERU (East Orland, Maine), WMMT(Whitesburg, Kentucky), WNCU (Durham, North Carolina), WXPR (Rhinelander, Wisconsin), KBFT (Nett Lake, Minnesota), KWSO (Warm Springs, Oregon), KTNA (Talkeetna, Alaska), KZUM (Lincoln, Nebraska), and KRTS (Marfa, Texas). In addition, members of the National Multicultural Alliance (NMCA) have identified over 50 potential programs featuring rural stories from Asian-Americans, Pacific Islanders and Native Americans.

Past CPB supported rural themed programs include *Ken Burns' Country Music*, *Portraits & Dreams*, *Songwriting with Soldiers* (WCTE/Cookeville, TN), *Live from Cain's* and *Monrovia, Indiana*.

Veterans Content and Services

Over the past several years, CPB, working with public television and radio stations, has supported Veterans Coming Home, a content and community engagement project that highlights veteran success stories as they reintegrate into civilian communities. Stations partner with national organizations such as Points of Light, Leave No Veteran Behind, Veterans Crisis Line, Team Read, White & Blue, the Armed Forces Foundation, Armed Services Arts Partnership,

Veteran Jobs Mission and Veterans Crisis Line to help connect transitioning veterans with information and resources that can help them thrive.

Public media recognizes the contribution and sacrifices of the men and women serving in our Armed Forces through content such as "*Military Medicine: Beyond the Battlefield*," which tells how medical advances are changing the lives of physicians, military personnel, wounded warriors and their families; as well as StoryCorps' Military Voices initiative and the annual Memorial Day and Fourth of July concerts broadcast and streamed by PBS to millions. Much of this content is supported by local community engagement efforts to increase awareness and understanding about our nation's veterans. Additional CPB-funded veterans coverage includes:

- *THE WARRIOR TRADITION* (2019), produced by WNED-TV Buffalo, New York, tells the story of Native American service in the U.S. military. The documentary uses a combination of present-day interviews and historical readings, archival footage and images, interviews shot on location, personal snapshots and old home movies to explore the many and varied reasons why Native Americans have chosen to fight on behalf of the U.S., throughout history. The film aired on PBS in November 2019.

- *AMERICAN HOMEFRONT* is an award-winning public media 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 (Chapel Hill, NC), KPCC (Pasadena, CA), KPBS TV/FM (San Diego, CA), WUSF FM (Tampa, FL), Texas Public Radio (San Antonio, TX) and North Country Public Radio (Canton, NY).

- *SONGWRITING WITH SOLDIERS* (2019) is a musical collaboration between military veterans and highly acclaimed songwriters, such as Bonnie Bishop, Gary Burr, Beth Nielsen Chapman, Radney Foster, and Mary Gauthier. Filmed before a live audience at Nashville's historic War Memorial Auditorium, the music program shows how music can be used to heal and bring diverse people together.

- *THE VIETNAM WAR* (2017), a film by Ken Burns and Lynn Novick, is a multi-part documentary film series that sheds new light on the military, political, cultural, social and human dimensions of a tragedy of epic proportions. *The Vietnam War* took the lives of 58,000 Americans and as many as three million Vietnamese; polarized American society as nothing has since the Civil War, fundamentally challenged Americans' faith in our leaders, our government, and many of our most respected institutions; and called into question the belief in our own exceptionalism.

At the local level, CPB provides stations grants to produce multimedia content, work with community-based partners, inspire greater dialogue around issues and solutions, and facilitate veterans' transition to civilian life. Forty-one stations applied for CPB veterans' funding, requesting $1.25 million. CPB was only able to fund 14 stations totaling $410,000. With an increased appropriation, CPB could help fund more of the following types of station services:

- Nashville Public Television, the Tennessee State Museum, National Women Veterans of America, The Mission Continues and VA Mobile Vets Center partnered to host a screening of *Makers: Women in War* at the Tennessee State Museum, followed by a panel discussion. The VA Mobile Vet Center responded on site to veterans seeking help on claims status, benefits and other services.

- WVAS-FM in Alabama links veterans with local support organizations such as HUD, the VA, 2-1-1, the National Association of Black Veterans, and CivilianJobs.com.

- At a quarterly held Vegas PBS Veteran's Job Fair, 100 pre-registered veterans, active military or military spouses met with 34 employers who were offering 700 jobs at $17 an hour or more.

- Connecticut Public Broadcasting Network created a state-of-the-art teaching facility right inside its building to serve local veterans through its Veterans Vocational Training Program.

- KPBS (San Diego, CA) partners with the non-profit literary arts organization, So Say We All, part of whose mission is to provide a platform for America's military veterans to tell their stories in their own words. The group has published "*Incoming*," an anthology of true stories by veterans about their experiences returning home from deployment and transitioning back to civilian life. KPBS has adapted "*Incoming*" into an ongoing public radio series.

- Kansas City's KCPT co-produced and broadcast a live, outdoor Memorial Day Concert honoring veterans and those currently serving. Fifty thousand people attended the event and thousands more viewed the broadcast. In June 2017, KCPT held a Veteran Playlist joint event with their radio station "The Bridge 90.9." The project invited post-9/11 veterans, their families and the community to share stories through social media about their service experiences.

- WUCF-TV in Orlando presented a special preview of the Academy Award nominated documentary "*Last Days in Vietnam*." Before the screening, WUCF showed interviews with local veterans that were produced by the station as a part of the Stories of Service project (http://www.wucftv.org/veterans/stories-of-service/). Following the screening, panelists from diverse backgrounds provided insights on their experiences in Vietnam. More than 200 people attended the event including local Vietnam War veterans and many Vietnamese Americans.

- Wisconsin Public Television and Wisconsin Public Radio partnered with the Wisconsin Veterans Museum to preview Veterans Coming Home content and share "Wisconsin Remembers: A Face for Every Name" - a traveling exhibit that features a photo for each of the 1,161 Wisconsinites officially listed on the Vietnam Veterans Memorial in Washington, D.C.

Most recently, CPB awarded grants to 13 public media stations to produce digital content pieces. Lead station, Wisconsin Public Broadcasting, helped the stations with distribution across varied public media platforms. On Facebook alone, the content garnered over 4 million impressions. In addition, stations convened local organizations, leaders and community members through events to increase dialogue around "what works" for post 9/11 veterans' reintegration. Anchored around national digital series, stations served as conveners by engaging their communities to discover and capture local stories. Examples include:

- "A Veterans Best Friend" (AETN Arkansas). Former bomb squad specialist Amanda Hugo came home from Iraq with multiple injuries and needing assistance, which she found in the form of a lovable canine companion. Service dogs can have tremendous impact on wounded veterans by providing emotional and physical support. However, they can be prohibitively expensive. Fortunately, Amanda found her new best friend through a local nonprofit that provides service dogs to veterans for free.

- "Public Safety is Important Work for a Veteran Entrepreneur" (WUSF Tampa). Doer Academy is owned by Felicia Pecora, a combat veteran and former police officer, who teaches elementary school students and teachers how to keep their schools safe.

- "Extreme Sports for Vets" (Montana Public Radio). The search for the adrenaline rush they experienced in battle can often lead vets to high levels of destructive behaviors, anxiety, and even suicidal thoughts and actions. "Extreme Sports for Vets" provides veterans with that adrenaline rush in a safe, supervised environment, while connecting them with other veterans and potentially lifesaving services. Montana Public Radio follows a group of veterans on a white-water adventure in Montana and hear how the rush literally helped save one vets life once returning home.

Since 2014, CPB has provided $3.7 million to 40 public media stations to raise awareness of veterans' issues in their communities.

Serving Diverse and Minority Communities

In the words of the Public Broadcasting Act, one of public broadcasting's greatest priorities is to address "the needs of unserved and underserved audiences, particularly children and minorities." CPB is committed to maintaining a public service media system that draws on the broadest possible range of cultural and social perspectives of the individuals who make up our nation. One key way CPB meets the needs of diverse communities is by providing funds to five entities that make up the National Multicultural Alliance (NMCA): Center for Asian American Media (CAAM), Latino Public Broadcasting (LPB), Black Public Media (formerly National Black Programming Consortium (NBPC)), Pacific Islanders in Communications (PIC) and Vision Maker Media (VMM, formerly Native American Public Telecommunications), as well as producers providing unique programming for radio listeners. These organizations provide much needed content about diverse communities to the public television system.

Further, CPB provides Community Service Grants to 78 minority public radio stations and additional support to minority radio stations with funding to Native Public Media, the Latino Public Radio Consortium, UnderCurrents and other organizations to provide local stations with additional capacity. These organizations assist stations with fundraising, programming, and other

efforts to enhance public service to diverse communities. Investment in minority radio station 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 culture, tribal languages, health and economic news, electoral information, and serve as emergency lifelines. Tribal lands are among the most remote and least connected areas in the nation, with a broadband penetration rate of less than 10 percent, intermittent cell phone service, and with only one in three Native families having access to analog (landline) telephone service. Without CPB's grants to minority stations such as these, many Americans would lack access to information and basic educational services.

To foster a diverse workforce and on-air talent, CPB funds projects such as:

- WGBH's NextGeneration Leadership Program, the Firelight Documentary Lab for diverse media makers, and the Jacquie Jones Memorial Scholarship Fund to support media projects created by diverse filmmakers.

- WNYC's "Werk It" podcast festival 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 of Independents in Radio's (AIR) mentorships, fellowships, seminars and New Voices scholarships 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.

- A partnership between Vision Maker Media, Flaherty and NET Nebraska Public Television to host the Groundwork Lab, which is part of the annual Vision Maker Media Producer Training. Fifteen Native producers participated in three days of in-depth workshops dedicated to increasing the number of American Indian and Alaska Natives producing quality public broadcasting content.

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

- Chicago Public Radio, which introduced Vocalo Radio in 2007 to reach a more diverse audience by emphasizing listener-contributed content. Today, Vocalo offers a contemporary music mix of hip-hop, R&B, indie rock and dance complemented by community engagement and community-based programming. With support from CPB, Vocalo and Chicago Public Radio are further developing this "Urban Alternative" format based on insights from market research and focus groups with listeners. Other public media stations are applying the findings as they implement the format in their markets.

- Southern California Public Radio, which develops English-language, multimedia news coverage for a diverse — and diversifying — Southern California community, including the daily two-hour public affairs program "*Take Two*."

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 offers high-quality, non-fiction broadcast and digital programming to the public media system. ITVS curates the primetime broadcast series, *Independent Lens*, public television's largest showcase of original documentary films, and expands the impact of the documentaries through targeted engagement strategies.

Emergency Alerting and Public Safety Communications

Locally owned 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 provide the backbone for emergency alert, public safety, first responder and homeland security services. Additionally, the public broadcasting interconnection system serves as a distribution point for PBS WARN, an essential part of Federal Emergency Management Agency's (FEMA) nationwide Wireless Emergency Alert System. Wireless Emergency Alerts (WEA) are emergency messages sent to cell phones by authorized government alerting authorities. 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 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 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. The Department of Homeland Security has conducted several datacasting pilot projects that have demonstrated the benefits for first responders partnering with public television stations. Local public television stations throughout the country have pledged to reserve up to 1mpbs of their spectrum to expand these datacasting services on a national basis to support the FirstNet first responder communications network. In addition, local public radio and television stations participated in the Great California ShakeOut earthquake drill and have been exploring new ways for stations to help provide the fastest and most effective earthquake warnings.

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

Further, 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 $515 million would allow stations to become more reliable and provide up-to-the-minute, around-the-clock information 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.

[18]CSRIC Final Report on "Comprehensive Re-imagining of Emergency Alerting." June 2018 https://www.fcc.gov/files/csric6wg29junereportcomppdf

- 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. By datacasting, 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 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, Hurricane Harvey and the flooding of 2016.

- 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, which has been downloaded more than 100,000 times, provides geo-targeted 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. In September 2017, FPREN provided more than 81 hours of live, continuous coverage as Hurricane Irma moved across the Florida Keys and up the Gulf Coast.

- 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). During Hurricane Florence, the public media stations provided live updates, recorded content, Facebook live events and on-air live reporting. 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 of record for the state’s Emergency Management Division.

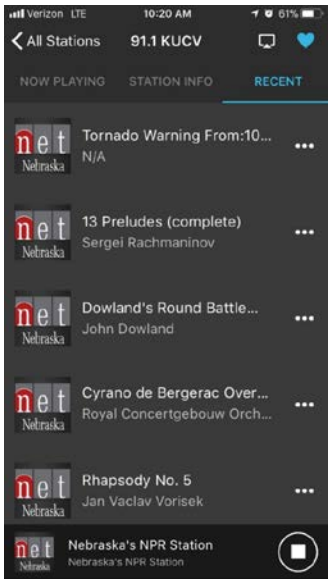
- Ohio Educational Television Stations, Inc., in partnership with the Ohio Emergency Management Agency and the state’s Broadcast Educational Media Commission (BEMC), began an initiative to strengthen the state’s emergency messaging infrastructure. They created Ohio Digital EAS (OEAS), an alternative, secure IP-based delivery system for the dissemination of emergency information to the public and first responders utilizing all 12 of Ohio’s public television stations that reach virtually all 11.5-million Ohioans. The focus of the project is to provide an alternative pathway to deliver all existing EAS, IPAWS (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 two CPB grants to NPR, more than 40 local public radio stations 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, mobile phones, 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 27 public radio stations across 10 Midwest states vulnerable to tornadoes received the hardware, software and training to connect with MetaPub. These alerts can bring better immediate emergency communications to audiences synchronized across radio and personal devices. The first tests of issuing text alerts at two stations, KGOU in Oklahoma and WOI in Iowa – occurred as actual tornado warnings were issued in each of those states. Stations are beginning to use the alerts for a range of natural and human-made disasters and related public safety information, including weather forecasts, flooding, shelter information, and Silver and Amber alerts. Some have progressed to automating their EAS alerts so they can be immediately received by audiences. A third project is underway to implement MetaPub at up to 30 stations in areas of Gulf Coast states and the southeastern U.S. where they are prone to hurricanes.

Above: Actual live text tornado alert broadcast by KGOU in Norman, OK, to targeted audiences on a car radio.

Above: Live tornado alert broadcast by KSMU in Springfield, MO on a car radio.



Above: Live tornado text warning broadcast by Nebraska's KUCV on a mobile phone. The text alert was synchronized with audio broadcasts and texts that also appeared on car radio dashboards and other mobile devices.

Above: NET Radio in Nebraska is also able to tweet text alerts. This one was viewed on a mobile phone.

- Public radio station KAMU in College Station, Texas, uses MetaPub to provide text emergency alerts synchronized with the Texas A&M University's emergency alerting system called CodeMaroon. The campus-wide notifications are tested monthly to ensure optimal operations when an alert is needed.

- A grant from CPB to NPR enabled the 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 assists 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.

Above: Portable emergency transmitter mast and antenna being tested at WCVE-FM, Richmond, VA

Above: A 300-watt portable emergency transmitter being tested at WCVE-FM, Richmond, VA.

Above: The interior of KRCB-FM's transmitter building after a fire in October 2019.

Soon after this equipment was made available, KRCB-FM in Rohnert Park, California, implemented it when wildfires destroyed the station's transmitter and associated equipment in October 2019. KRCB-FM was back in operation serving Sonoma County within 48 hours after the Public Radio Satellite System, managed by NPR, shipped a transmitter, antenna and mast kit to the station so that it could resume broadcasting in that area. Larry Stratton, KRCB's COO and chief engineer sent an email saying, "We're very grateful to the PRSS for helping us get back on the air." As of mid-January 2020, the station was continuing to transmit temporarily from the backyard of its Rohnert Park studios. Ashes, along with charred and twisted metal are all that remain of the station's main transmitter, auxiliary transmitter and transmitter building at Geyser Peak.

- 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.

- 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.

- In early 2019, Tennessee public television stations WKNO, Memphis; WLJT, Lexington; WNPT, Nashville; WCTE, Cookeville; East Tennessee PBS, Knoxville; and WTCI, Chattanooga; started using 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.

- In August 2019, the Department of Homeland Security Science and Technology Directorate (DHS S&T) hosted an earthquake preparedness drill in Birmingham, Alabama which utilized public television datacasting over Alabama Public Television as a critical component of the exercise. The event was a drill that involved an earthquake taking place during a football game. The drill planned for thousands of spectators to evacuate, with hundreds being hurt or killed, and responders having to deal with compromised communications. Several technologies were deployed and tested to see how response could be improved. It was assumed that cell towers would be compromised during the earthquake, so mesh networks that do not rely on cellular were deployed. Drone and body camera video used that mesh network to feed into the public television datacasting system, which then broadcast to responders on the scene, as well as operations centers around the state.

- In October 2018, PBS 39 in Fort Wayne, IN, partnered with the Department of Homeland Security's Science and Technology Directorate, Adams County, IN, the local school district and local first responders to test datacasting in response to a simulated active shooter scenario in a county with low broadband penetration.[19]

- In 2018, KVIE in Sacramento, CA worked with the California Office of Emergency Services (Cal OES) to figure out how to deliver early earthquake warnings faster. In a field test using public television datacasting, an early earthquake warning was delivered in under three seconds. The previous standard was 30 seconds. Four other California public television stations, KPBS in San Diego, CA, KQED, San Francisco, CA, PBS SoCal, Los Angeles, CA and Valley PBS, Fresno, CA, participated in subsequent testing of public television's datacasting system for earthquake early warnings.

Collaboration and Capacity Building

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

CPB makes system-wide strategic investments, helping public media organizations connect people to content whenever and wherever they choose. 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 our work, in 2018-2019, CPB continued its assessment of the system's digital infrastructure, developed content creation capacity, supported buildouts of different digital services, station managers with expertise on how to lead their stations in the digital era, and supported them in super-serving local and national audiences across digital platforms. To date, CPB supported stations and projects include:

- More than 200 stations participated in a digital capacity and maturity assessment. The project identified and analyzed infrastructure needs and evaluated public media's readiness to serve the American public, whose media consumption patterns have changed significantly over the past few years. Based on the findings and recommendations from this project, stations and national organizations are working collaboratively to build out a shared technical infrastructure as the foundation for public media's digital future that will meet anticipated service needs with data-driven decision making and strategies.

- Staff at 25 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. In 2018, 50 more public television stations participated in this professional development program.

[19] Government and Technology. Authored by Jim McKay. November 2, 2018. Accessed September 16, 2019. https://www.govtech.com/em/preparedness/Datacasting-Helps-First-Responders-Defuse-Potential-School-Shooting-in-Drill.html.

- 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.

- In 2018, we chose three stations to participate in a Digital Culture Accelerator pilot program. These stations revamped their organizational structure and reallocated staff, and refocused initiatives and productions to serve local audiences with digital-first content across multiple platforms:

    - At ideastream in Cleveland, Ohio, digital thinking and culture are cascading to all parts of the organization — improving efficiency and effectiveness of their broadcast and digital strategies to best serve the residents of Ohio.

    - WBHM-FM in Birmingham, Alabama, piloted new digital fundraising strategies that increased their spring fund drive by 33 percent. Additionally, the station developed and produced its first-ever podcast series, a series that focuses on regional public affairs.

    - The General Manager at UNC-TV in North Carolina believes that the station has been "transformed from a television station to a multiplatform publishing company" because of the leadership training and the new understanding of how to create workflows in digital content production and revenue generation through digital underwriting.

- In FY 2019, CPB expanded the Digital Culture Accelerator program to 20 stations to help accelerate digital transformation within the public media system. The stations selected to participate in the year-long initiative were: Arkansas Educational Television Network; Connecticut Public Media; Iowa Public Radio; KCPT and KCUR 89.3 (Kansas City); KQED (San Francisco); Mississippi Public Broadcasting; Nashville Public Television; Nebraska Educational Television; New Hampshire Public Radio; PBS SoCal; Public Broadcasting Atlanta; Rocky Mountain PBS; Vermont PBS; WJCT (Jacksonville); WUCF (Orlando); and WVIA (Scranton).

- A digital strategies manual (playbook), created by media and technology experts, is available to all public media organizations. It provides repeatable and scalable frameworks and educational materials to help stations across the system implement digital strategies and initiatives.

- Stations in Pennsylvania, Minnesota, Washington, Oregon, Louisiana, Tennessee and Virginia are creating YouTube specific series about their communities to tell authentic stories and engage younger audiences in their local communities.

The digital age has drastically changed the American media environment. With more choices for news and information than ever before, audiences now decide when, on what platform, and from whom they will get their news and information. As technology evolves, 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 mediums—from websites to apps, new video streaming platforms to smart speakers.

CPB is investing in new technologies and organizational change to ensure that the public media system continues to provide essential services in the 21st-century media landscape; however, an increased appropriation is needed to improve the system's digital resources. With additional funding, CPB can continue to invest in new technologies and infrastructure that benefit the entire system, so that stations can then strategically focus their limited resources on creating additional local content and services. This investment combination will enhance our ability to meet audiences where they choose and will enrich their public media experience.

Conclusion

More than fifty 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 universal access to which the Public Broadcasting Act aspires.

We ask this 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 emerging digital platforms. Ensuring access for all Americans to high-quality educational programs, diverse and representative content, life-saving public safety services, and reliable and comprehensive journalism is an irreplaceable investment in local communities, the education of our youth, the engagement of our citizens, and the health of our democratic system.

Response to House Committee Report 116-62, Continued Access to Public Broadcasting

> House Committee Report 116-62 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 2021/2023 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.[20] Per the Public Broadcasting Act, CPB is to "ensure that all citizens of the United States have access to public telecommunications services."[21] 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 13.7 percent. In large part, this is a testimony 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.

[20] CPB does not create or set up new public television and radio stations.
[21] 47 U.S.C. 396(a)(9)

FY 2023 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 **[**2021**]** *2023*, $515,000,000: *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 $515 million for the Corporation for Public Broadcasting (CPB) for fiscal year 2023. 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 2021, 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 minimum amount needed annually to support the interconnection systems. Our FY 2021 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 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). It serves national public television distributors, state and regional public television networks, individual public television stations, and individual producers by distributing television programming and related materials to 168 non-commercial, educational television licensees in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, and American Samoa. These licensees that hold approximately 20 percent of the Federal Communications Commission's television licenses reach nearly 100 percent of the U.S. population, from large cities to rural and tribal areas, with quality educational and cultural programming.

In addition, the public television interconnection system connects to the NPR Network Operations Center (NOC) and five television joint master control facilities (two of which were funded by CPB to encourage system efficiency and consolidation of services) and enables distribution of programming to American servicemen and women overseas via the Armed Forces Radio and Television Service and for audiences around the globe via the Voice of America.

The public radio interconnection system, known as the Public Radio Satellite System (PRSS), is managed by NPR and 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, high quality, cost-effective distribution for all types of program providers in public radio, including NPR, Public Radio International, and American Public Media, as well as more than 100 registered independent producers and distributors. PRSS station broadcasts reach 95 percent of the U.S. population; listeners served by the PRSS are located throughout the U.S. and its territories. As part of its mission to distribute high-quality, educational programming to the country's increasingly diverse population, PRSS provides satellite transmission services free of charge to distribute programming that targets unserved or under-served audiences. Specifically, the PRSS currently extends nearly $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 replacement funded by the federal government (see Interconnection Funding History, Appendix E). Since 1988, Congress has supported a separate appropriation for public media's interconnection needs. The most recent replacement of the television interconnection system was between fiscal years 2004 and 2007, costing $120 million for a 10-year (2006-2016) facility that was predominantly satellite-based and consisted of the most up-to-date technology at that time. The public radio interconnection system was last replaced between fiscal years 2008 and 2010, costing $78 million. A further upgrade is currently underway. CPB, in turn, awarded grants to PBS and NPR, respectively, to design and build the interconnection systems and lease satellite transponder space.

As the steward of the federal appropriation, CPB seeks to ensure that federal appropriations for public broadcasting are spent in the most cost-effective and technologically efficient manner possible on behalf of the public media system and the American people. Accordingly, in June 2015, CPB engaged an independent consultant, Cognizant Technology Solutions (Cognizant), to analyze options for replacement of the television interconnection system and to recommend solutions that will serve public television in view of the changing media and technology landscape.

Cognizant's public television report, which was completed in December 2015, helped CPB and the public television system understand the strategic technology opportunities and challenges it faces in building an interconnection system, and provided a blueprint for how to practically and flexibly build an interconnection system suited to the system's needs and tailored for its future. Over the last several years, CPB, PBS, and public television station leadership have taken steps to deploy the most cost-effective, technologically efficient interconnection solution.

In January 2016, CPB engaged Cognizant to review the interconnection needs of the public radio system and work with NPR to assess its plans and processes, as it did with PBS. In June 2016, Cognizant endorsed NPR's interconnection proposal stating, "No other alternative discussed or examined – including commercially available options – is more cost-effective or likely to result

in success than the one analyzed in the request." This architecture design will help enable collaboration between the public radio and public television interconnection systems during the next five to ten years.

Public Television Interconnection

The PBS replacement for television interconnection is based on updated system and network technologies, leveraging broadband Internet Protocol networks, cloud solutions and software-based architectures. These technologies enable a flexible infrastructure that can continually evolve to meet new business requirements and leverage innovative technology developments. 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 proposed by PBS was one of Cognizant's recommendations and represents the expected evolution of the use of the deployed infrastructure.

Stage 1 deployment of the full NRT file delivery system is underway and on track. At present, all sites are fully deployed. 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. Additional Stage 1 work through 2020 will enable additional content distributors to begin using the new file delivery system and introduce incremental software upgrades to reach the full service-based functionality for the Stage 1 system.

Working with CPB, PBS has begun Stage 2 research and planning this year to determine how best to leverage the Stage 1 investment in terrestrial delivery and cloud-based content library to include linear and live content, including streaming services supporting delivery of digital content, enhanced station submission capabilities and upgrades to the system. PBS and other public television stakeholders will work through the technical details.

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 and anticipated to launch in up to 60 markets across the country in 2020, will require the interconnection system to support and deliver supplemental content and functionality, such as multicast channels and access to related information, enhanced public safety alerting, expanded accessibility for the hearing impaired, and higher quality audio and video. As part of this, an upgrade to signal processing and related technical modifications will be necessary to accommodate the distribution of media in the emerging format of 4K Ultra HD.

Public Television Interconnection Finances

Cognizant's report on the public television interconnection system provided recommendations on how to deploy the most cost-effective, technologically efficient interconnection solution. In

response to the Cognizant Report and subsequent RFP process, in February 2017, PBS resubmitted an interconnection proposal to CPB that is projected to be about $150 million over ten years, with a staging deployment model as described above. The current working plan is substantially less expensive than the original proposal of $197 million and is less than Cognizant's cost estimate of $170 million. In March 2017, the CPB Board of Directors authorized CPB management to enter an agreement for Stage 1 deployment with PBS to provide up to $56.7 million to build out the first stage of the new public television interconnection system. This Stage 1 runs through September 2020. As explained above, following completion of PBS's research and planning for Stage 2 by Spring 2020, CPB and PBS will discuss the detailed scope of work and corresponding grant request for allocation of Stage 2 grant funds, which will start in September 2020 and will need approval by the CPB Board of Directors.

Public Radio Interconnection

The projected cost of deploying the next public radio interconnection system is $53.5 million. 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, combined with the aging 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.

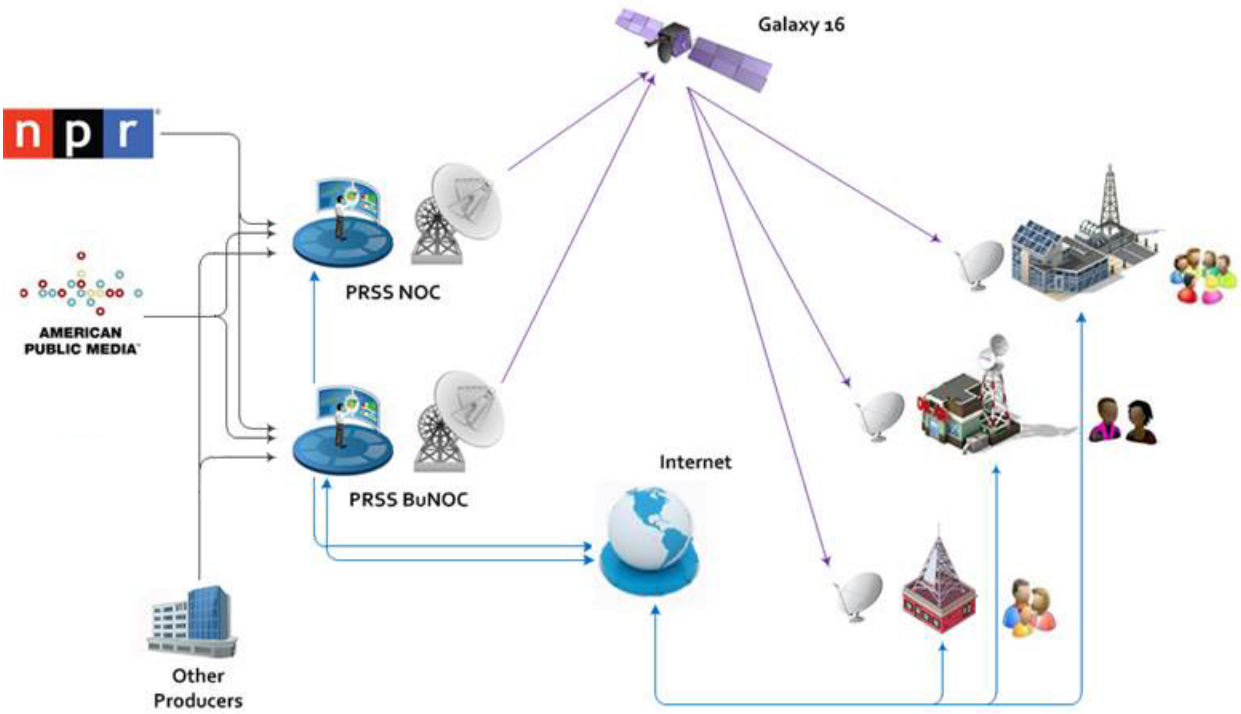
The current PRSS infrastructure distributes most content to local stations using satellite transmission capability via Intelsat's Galaxy 16 satellite pursuant to a lease agreement with Intelsat. The term of the lease agreement has been extended until June 2020. This lease agreement also gives PRSS the option to renew the lease term on an annual basis for the life of the satellite. Intelsat has informed the PRSS that Galaxy 16 is healthy and is projected to remain operational until 2029.

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

Each interconnected local station will receive new satellite receivers. Having more than one receiver is critical so that a receiver can act as a backup in the event of a failure. NPR recently completed an analysis of proposals from vendors, tested vendor equipment and negotiated with a vendor to provide receivers. New features include technologies that allow 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, again, because of advances in technology. In

addition, each local station's satellite antenna and related ground system equipment will be surveyed and evaluated for its capabilities. The age and condition of the antenna will be noted and taken into consideration. After a complete survey, decisions will be made about which stations will require complete replacement or partial refurbishment.

Equipment at the system's Network Operations Center (NOC) in Washington, DC, and Backup Network Operations Center (BuNOC) in St. Paul, Minnesota, will be replaced because it will soon reach its end of life. Equipment purchases are underway and will continue for the next year, followed by a refresh in the last years of the decade. Examples of the equipment that will be replaced include audio encoders, amplifiers, and encapsulators. Similar equipment at the BuNOC will also be replaced because it is reaching the end of its lifespan as well.



New Public Radio Interconnection System Architecture

Public Radio Interconnection Finances

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

The most significant savings result from downsizing the satellite capacity; reducing the number of transponders will save 70 percent in that cost category. Network Project Support is increasing slightly due to salaries and cost-of-living increases 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 current system, but staff realized that two additional environments – development and business recovery - are needed to reduce the risk of broadcast failure.

In October 2017, the CPB Board of Directors authorized CPB management to enter an agreement with NPR to provide up to $53.5 million to build out the public radio interconnection system.

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

Other System Infrastructure

With CPB's leadership and support, public media over the last 50 years developed a broadcast infrastructure to support the seamless delivery of content from multiple sources to local public television and radio stations. Reaching nearly every part of the United States, this broadcast service engaged Americans with rich storytelling, fact-based journalism, and community services that are essential to strengthening our civil society.

Over the past decade, as mobile device ownership and internet accessibility have dramatically increased, media consumption habits have evolved. Many Americans are shifting from "appointment-viewing" on television and radio and began accessing content on a variety of devices at the time and place of their choosing. The democratization of technology continues to shape audiences' behaviors and expectations, driving demand for more personal, relevant experiences.

CPB support of an expansive and increasingly resilient broadcast infrastructure for the distribution of content and critical public safety communications to all corners of America, must comprehensively address the challenges and opportunities represented by digital advances through thoughtful, timely integration of technologies. Resource rich media companies such as Netflix, Amazon and Facebook have personalized consumer experiences for the discovery and consumption of existing and new content and data collection to achieve commercial objectives. Digital audiences now expect public media to be accessible through multiple platforms and to deliver the personalized experiences they have come to expect and enjoy through these other media brands, while doing so in a responsible, transparent manner that furthers our educational mission and the sustainability of public media.

Public media's fragmented digital infrastructure combined with resource constraints, have inhibited its ability to rapidly evolve its digital products, programs and services. Thanks to Congress' expansion of the interconnection account to include "other technologies and services that create infrastructure and efficiencies within the public media system," CPB can now start seriously supporting the system's digital infrastructure needs in coordination with NPR, PBS, and member stations.

Our 2017 Digital Infrastructure Assessment recommended ways of creating more effective and efficient uses of digital platforms, services and tools. The elements of infrastructure and services included: technology standards, content management systems, identity management systems (Single Sign-on), content delivery systems, customer relationship management and marketing platforms, donation platforms, analytics platforms, data protection and security, data warehousing, and hosting. CPB has identified a $45 million, five-year capital budget roadmap to build this system capacity. With input from a system digital advisory group, CPB has prioritized Identity Management—the development of a Single Sign-On Service—as the first initiative to pursue.

<u>Single Sign-On Service</u>
A Single Sign-On Service will provide public media with an industry standard level of personalization by enabling digital audience members to use the same login credentials (username and password) across all public media digital platforms – national and local. For example, a public media digital user would be able to go from visiting their local station's

website to the NPR mobile app on their phone to a PBS app on Apple TV and be recognized on each channel and device using the same login credentials. The data that will come from a Single Sign-on Service will allow stations to make better editorial content and marketing decisions.

Having a Single Sign-On Service will enable public media stations, PBS and NPR to have a more complete view of their digital audiences, including their behavior and experiences across national and local digital platforms (web, mobile apps and OTT). With permission, public media's digital users' content preferences could be used to create a more personalized content experience. This is the first step in 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 vendor selection process is underway, with PBS and NPR in negotiations with leading providers of customer profile and identity management software regarding the licensing of its platform. Once an agreement to provide a Single Sign-On platform and service is reached, development work will commence for the integration and rollout of the Single Sign-On Service will begin.

Content Management System

In 2019, CPB, PBS, NPR, and major stations continued to assess project recommendations to determine the most impactful initiatives in which to invest. The national organizations and stations agreed to prioritize the development of an Enterprise Content Management System initiative as essential for ensuring increased system efficiency and effectiveness, better service to the American people, and improved system sustainability.

A Content Management System (CMS) is software that facilitates creating, editing, organizing, and publishing content. Historically, PBS and NPR have operated in separate technology and content delivery ecosystems. Each developed their own CMS to support their respective digital platforms. A lack of resources and expertise at most public media stations led PBS and NPR to launch their separate station-facing Content Management Systems – "Bento" and "Core Publisher." The goal was to help small and medium size 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.[22]

While the needs, goals and benefits originally envisioned by PBS and NPR continue to exist, the cost-benefit analysis for PBS, NPR and stations running their own, independent CMS solutions

[22] When Bento and Core Publisher were introduced, there was widespread interest by the stations, followed by strong and steady adoption. At the same time, Joint Licensees (currently 76), in the position of having to maintain separate CMS platforms, service and support, were left to choose between PBS' video-focused Bento, and NPR's audio and news-focused Core Publisher, or to pursue a separate, independent CMS option that would adequately support both their audio, video, news content and workflow management needs.

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 towards other critical needs and strategic priorities.

NPR has determined that Core Publisher can no longer serve the needs of its 180 member stations. NPR decided to search for a third-party CMS provider that could supply them with the most cost-effective and mission-effective solution (both in terms of features needed and upgradability) to support their digital platforms and current and future public radio stations.

After a rigorous selection process and due diligence, NPR selected a leading third-party CMS vendor, Perfect Sense, and executed a contract for the license of its ECMS solution known as Brightspot for both itself and its 264 NPR member stations. Meanwhile, PBS iterated and released a new version of Bento, known as Bento 3. Today, of the 80 stations using Bento, 60 have migrated to Bento 3.

At the urging of CPB and digital advisory group members, and given the specific, appropriated resources available to improve the system's digital infrastructure, PBS and NPR agreed to develop a plan for the adoption and use of a unified Content Management System, and offer the platform and service to interested local public media stations.

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:

- Improved cost, time and workflow efficiencies for public media stations that will no longer have to maintain aging CMS systems. Stations will 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;

- For the first time, 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;

- Small and medium-sized stations will be able to enjoy the benefit of an advanced CMS system they could never afford on their own;

- An Enterprise CMS will enable the use of custom design templates that will provide a more unified and seamless design for all station websites. Stations will still have the flexibility to customize their websites to create or enhance a specific local look and feel; and

- With a unified CMS, PBS and NPR, each with significant digital audiences, will be able to better discover local content, and more efficiently deploy services to local stations.

As with any new technology, there will be an adoption or uptake curve. Nevertheless, the degree of interest and adoption by existing stations using Core Publisher as well as by joint licensees is expected to far outweigh the number of stations that may be slow to migrate.

As a result of these investments, public media will be able to more effectively engage and retain existing members, attract new viewers and listeners; and ultimately advance its ability to maintain and strengthen its relevance to the American people.

FY 2021 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, 2021.)

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 2021

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 level funding compared to our FY 2020 request.

This funding will enable public media to expand its evidenced-based work in:

- Supporting a new generation of children and their early learning needs through the production of new multiplatform content for early literacy, science, math and beyond.

- Scaling the development of personalized and adaptive learning content through Playful Learning Experiences that include videos, games, real-world activities, and parent reporting features. This content is supported by learning analytics that enable games to adapt to an individual child's unique learning interests and needs.

- Creating dual-generation engagement resources that help children and their parents and caregivers learn together through media in diverse community settings.

- Scaling an innovative network of Community Collaboratives so that increased numbers of low-income children and families are served with educational experiences.

- 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 partners 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 preschool experiences play a vital role in improving school readiness prospects for our nation's children, especially those children with the highest needs who often stand to make the greatest gains. However, 52 percent of American children ages 3 to 4 are left out of formal preschool programs, a factor that influences socioeconomic differences in educational achievement (Annie E. Casey Foundation, 2019). Combine this situation with the fact that about 15 million American children currently live in families with incomes below the federal poverty level—a known factor that can impede a child's ability to learn and grow in healthy ways—and it becomes clear that fresh and innovative approaches are needed to reach and enrich children wherever they live, play and spend time in the community (National Center for Children in Poverty, 2019).

In response to these significant early learning needs, leading partners from Congress, the U.S. Department of Education, the Corporation for Public Broadcasting (CPB), and PBS have joined forces on Ready to Learn, an innovative public media initiative that supports the math, literacy, and early science and engineering skills of our nation's youngest learners, ages 2-8 years,

especially those who come from low-income backgrounds. This work is carried out both nationally and locally in collaboration with leading children's producers, educational technologists, researchers, local public television stations and community partners. They each play an essential role in creating, evaluating and distributing high-quality content and experiences that narrows the achievement gap by educating young children both inside and outside the classroom. This content is freely available to all U.S. households across the country.

We are proud that Ready to Learn has maintained strong bipartisan support throughout its history, including 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 nearly 99 percent of U.S. households through the broadcast of local public television stations. Annually, about 15 million children ages 2 to 11 view Ready to Learn television content designed to improve their early STEM and socio-emotional skills, and more than 19 million children experience related interactive digital content and games through Internet, mobile smartphone and tablet platforms. Ready to Learn content and related resources for educators and families comprise intentionally designed collections of high-quality preschool content that align to literacy, math and science learning frameworks based on state standards and other early learning goals designed to help advance children's foundation level skills.

Throughout the long and proven history of this program, Ready to Learn has evolved to successfully address some of the nation's most pressing educational needs concerning children's growth and development in a constantly evolving media landscape. For example, during the 2005-2010 round of Ready to Learn, public media and its partners tackled the subject of early reading and literacy through creation and wide-scale delivery of award-winning television series such as *Super WHY!*, *Martha Speaks*, *The Electric Company* and *Word World*, along with development and deployment of related educator and family resources.

Further, a recent, independent, non-commissioned meta-analysis of the educational effectiveness of Ready to Learn literacy content (Hurwitz, 2018) 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.[23] These effects were comparable for both television and new media. Additionally, 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 subject of early math and produced major new media properties, including *Peg + Cat* for preschoolers and *Odd Squad* for elementary-age students. As Ready to Learn continues with its 2015-2020 cycle, emphasis is being placed on developing science and literacy content to support school readiness through community

[23] "Getting a Read on Ready To Learn Media: A Meta-analytic Review of Effects on Literacy," by Lisa B. Hurtwitz, 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.

collaboration, family engagement, and personalized learning experiences for users. An eight-week, randomized controlled trial of children ages four and five from low-income households found that those who were provided with access to PBS KIDS' The Cat in the Hat Knows a Lot About That! videos, interactive games, and hands-on activities had positive meaningful gains in their knowledge of targeted physical science concepts and their ability to engage with science and engineering practices.[24] This work provides meaningful real-time data to parents, caregivers, and educators about children's learning gains, as well as customized guidance on other skill-boosting media to use with individual children.

Through the 2015-2020 grant, which focuses on early science and literacy, public media is learning a great deal about what parents need to be more confident and successful in supporting their children's STEM learning through media. In March 2018, the Education Development Center and SRI International released findings from a new report entitled, "What Parents Talk About When They Talk About Learning: A National Survey About Young Children and Science." This research was gathered through a national phone survey and in-depth interviews with more than 1,400 parents of young children ages 3 to 6, many from low-income households. Among the survey highlights:

- A majority of parents have high levels of confidence in their ability to support school readiness related to reading and writing, mathematics, and social and behavioral skills, but fewer parents feel "very confident" when it comes to supporting their children's science learning.
- Half of all parents say other skills, such as reading and social skills, are more important than science for children to learn at home.
- While almost all parents do daily learning activities with their children, only half do daily science-related activities such as exploring outdoors or cooking together.
- Although parents say they regularly encourage their child's science-related digital media use, they are less likely to help children make connections between a TV show, app, or game and daily life.
- Most parents say having access to ideas for doing science with everyday materials would help them "do more science" at home.

Additionally, findings from a 2017 Implementation Study of Ready to Learn's first multi-generational Family Community Learning workshop based on the PBS KIDS ScratchJr app found that:

- 80% of parents interviewed reported their child learned technical skills such as sequencing and coding from the workshop
- 96% of parents said that the workshops led them to try new activities at home with their children
- 33% of parents reported that their child's interest in computer coding or programming increased after participating in the workshop

[24] Grindal, T., Silander, M., Gerard, S., Maxon, T., Garcia, E., Hupert, N., Vahey, P., Pasnik, S. (2019). Early Science and Engineering: The Impact of The Cat in the Hat Knows a Lot About That! on Learning. New York, NY, & Menlo Park, CA: Education Development Center, Inc., & SRI International.

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 effective, educational content through public media's free broadcast and digital pathways to every community and household nationwide, as well as through local strategic partnerships that provide on-the-ground outreach and family engagement activities targeted to where the resources are most needed, particularly in low-income communities. This last-mile school readiness effort is conducted by local public media stations and local partners to better support families, teachers and community providers who work with children in home, school and out-of-school settings.

A Strong Evidence Base

Through every phase of development and implementation, Ready to Learn's math, 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 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 high-quality research that demonstrates the impact of this content on children's learning**.** In the case of reach, Ready to Learn's influence is significant.

<u>Evidence of Reach for Content</u>
(Performance Measures, May 2019)

23 million……Children ages 2 to 11 who viewed RTL science television content

19 million..……... Children who played RTL science web-based and mobile games

5 million ……RTL mobile applications downloaded

66,243……... Number of children, educators, and families that participated in on-the-ground community engagement activities implemented by stations and partners

Evidence of Impact on Learning

Ready to Learn has a significant impact on children's learning, as reported in a number of major studies conducted during both current and past rounds of the initiative. In the current 2015-2020 grant cycle, a rigorous study of Cat in the Hat Media showed that:

• Study resources had a clear positive impact on children's understanding of core physical science ideas of matter and force.

• Access to resources had a clear, positive impact on children's interest and engagement in science.

In addition, a meta-analysis that synthesized data from 45 evaluations (N = 24,624 child participants) found positive effects of RTL media exposure on young children's literacy skills (Hurwitz, 2018). Between 2010-2015, researchers found that children made significant gains in early math skills through Ready to Learn's math content and games. Researchers are also seeing evidence of children's literacy, math, science and engineering skill growth with media across diverse learning settings, including homes, preschools and summer programs.

Further, research teams have found that the interactive content and technology resources improved parent understanding of their children's math development, increased family involvement in math activities at home and other informal settings, and increased parent confidence in their ability to help their children – findings that RTL is using to boost literacy, science, and engineering learning in its new content and engagement resources. Additionally, educators from preschool, school, and out-of-school settings have reported that using Ready to Learn's content has led to increased math knowledge and greater confidence in using digital media and technology as part of their teaching toolbox.

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

Priorities for Ready to Learn, 2015–2020

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

- Production and airing of engaging, multi-platform content for new and legacy PBS KIDS series, including two all-new properties to improve science and literacy learning outcomes for young children. Specifically:
    - 1 new preschool science series, *Elinor Wonders Why*
    - 40 episodes of the all-new *Molly of Denali* literacy series
    - 20 new episodes of *Cat in the Hat Knows A Lot About That!*
    - 23 new episodes plus a 1-hour special for *Ready Jet Go!*
    - 20 digital shorts of *The Ruff Ruffman Show*
    - New digital games, apps, and on-the-ground family resources as part of the above content
- The new informational text series, *Molly of Denali*, is grounded in a foundational literacy curriculum, designed to help children build the skills they need to succeed in school and

life. Molly focuses on informational text, helping children understand how to use materials that convey information – such as books, maps, and online resources. While these literacy skills are essential for excelling in the workforce, children are struggling to master them. Research points to a significant informational text learning gap – especially for kids from low-income families – and many educators lack training and resources to support it in the classroom.

- Design of a pioneering technology to create and organize personalized digital and off-line learning experiences for children and families. This technology serves as the foundation of innovative, multimedia content that adapts to the interests and needs of individual children.

- Ensuring that all content is expertly informed, leading curriculum advisors, early learning practitioners and educational researchers are partners in shaping content. Additional advisors with expertise in technology and community engagement also support CPB and PBS in identifying children and family needs, providing guidance on content implementation and engagement methods, and determining how to incorporate Universal Design for Learning features into content to accommodate the needs of individual learners, including children with disabilities and English Language Learners.

- Production of *Parent-Child Activity Videos* that model fun and meaningful co-play ideas for families and children to do together. Leading public television stations are assessing best approaches to engaging low-income children and families across the multi-year RTL effort through *Family and Community Learning Workshops*, *Camps*, and *Grassroots Family Engagement Models*.

- Establishment of an influential network of engagement partnerships, comprised of local public media stations, early childhood educators and providers, public libraries, science centers, health clinics, and housing agencies, that are working together to increase the capacity of communities to support early learning. This network meets children where they live and play and supports families, caregivers, and educators in their vital efforts. Communities also conduct local need assessments and join CPB, PBS and national advisors in developing a national-local master plan for contextualizing content and engagement practices in diverse settings to get more low-income children ready for school.

- Enlisting the Education Development Center and a consortium of highly regarded researchers from SRI International, Rockman et al, and UCLA-CRESST to engage in Ready to Learn's multi-year research agenda for evaluation. Extensive formative research informs the iterative design and production process for new content, including early concept reviews, media feature analysis, and producer boot camps. Rigorous efficacy studies include a range of pilot and impact evaluations designed to measure the impact of new content and engagement methods on target audience children and families.

FY 2021 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 2021, 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 2021, $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. The Ready to Learn program's broadcast interest remains vital, particularly for children in rural and low-income communities. Academic studies have shown that Ready to Learn leverages the power and reach of public media to help prepare children, especially disadvantaged children, to enter and succeed in school as Congress intended. Current law requires that all programming and digital content created under Ready to Learn programming be specifically designed for nationwide distribution through a public telecommunications entity such as public television stations' digital broadcasting channels and the Internet.

Appendix A

CPB Office of Inspector General FY 2021 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 2020 and FY 2021 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	1,552,850	1,562,350	9,500
Professional development/training	8,000	8,000	0
Consultant fees	35,000	25,000	(10,000)
Staff travel	70,000	70,000	0
Conference & registration fees	8,000	8,000	0
Telecommunications	6,500	6,500	0
Reproduction external	2,000	2,000	0
Supplies & materials	1,000	1,000	0
Furniture & equipment purchases	1,000	1,000	0
Maintenance – software	9,500	10,000	500
Delivery services	1,000	1,000	0
Membership fees	9,500	9,500	0
Subscriptions/publications	1,000	1,000	0
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 2020 and 2021.

William J. Richardson III
Acting Inspector General

Appendix B: CPB Appropriations History

($ in millions)

Fiscal Year	Administration Request (a)	Appropriation Received	Interconnection
2022	$30.00	$465.00 (in law)	
2021	$30.00	$445.00 (in law)	$20.00 request
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	
1989	$214.00	$228.00	

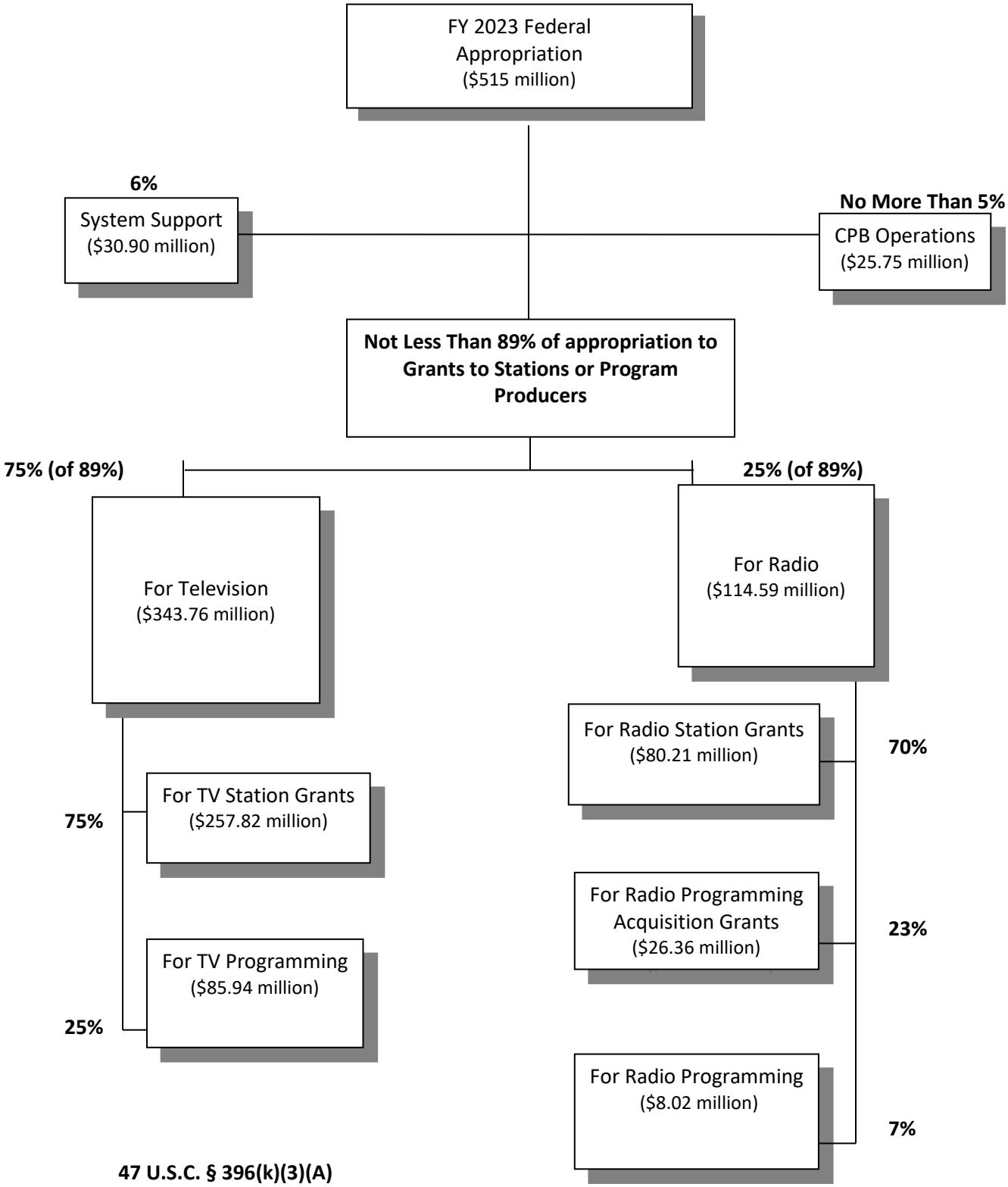
Fiscal Year	Administration Request (a)	Appropriation Received	Interconnection
1988	$214.00	$214.00	
1987	$186.00	$200.00	
1986	$75.00	$159.50	
1985	$85.00	$150.50	
1984	$110.00	$137.50	
1983	$172.00	$137.00	
1982	$172.00	$172.00	
1981	$162.00	$162.00	
1980	$120.00	$152.00	
1979	$90.00	$120.20	
1978	$80.00	$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 2023 Request)



Appendix D
Legislative History of CPB's Advance Appropriation

An advance appropriation becomes law one fiscal year or more before the fiscal year for which the appropriation is to be dispersed. For more than 40 years, decisions on the amount of federal support for public broadcasting have been made two years ahead of the fiscal year in which the funding is allocated. In other words, Congress approved the FY 2021 funding level for CPB during the FY 2019 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 40 years, Congress has supported advance appropriations for CPB to help insulate the Corporation from politically motivated interference with programming. As the House Commerce Committee report accompanying the 1975 bill stated, advance funding "would go a long way toward eliminating both the risk of and the appearance of undue interference with and control of public broadcasting … and will minimize the possibility of any government scrutiny of or influence on programming that might occur in the course of the usual annual budgetary, authorization, and appropriation process." With a two-year buffer in place, such 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 *Country Music*, *The Civil War*, *Prohibition*, *Vietnam* 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 high-quality educational, cultural, and instructional programs to viewers and listeners nationwide, just as previous administrations and Congresses envisioned.

Appendix E – Public Broadcasting's Interconnection Funding History

The interconnection systems for public broadcasting have gone through several incarnations. The original public television and radio interconnection systems involved "bicycling tapes" to stations—literally using delivery services to move audio or 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 today. Like its landline predecessor, the Westar I/IV interconnect system was funded through CPB's annual appropriation.

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

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 NextGeneration 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. NPR also leased satellite time that was scheduled to expire in 2018, but which was extended to 2020.

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. Working with PBS and the Administration, the FY 2016 Presidential Budget provided the following: $40 million in FY 2016, $50 million in FY 2017, $55 million in FY 2018, and $52 million in FY 2019. In FY 2016, CPB requested $40 million to replace the public television interconnection

system. Knowing that public radio had future interconnection needs and that technology will one day allow for a single interconnection system for television and radio, Congress provided CPB $40 million in FY 2016 to “replace and upgrade the public broadcasting interconnection system.” This allows CPB to spend the appropriation on both public television and public radio interconnection needs. In FY 2017, CPB requested and received $50 million for the public broadcasting interconnection system. In FY 2018 through FY 2020, CPB requested and received $20 million for public broadcasting interconnection and other technologies and services that create infrastructure and efficiencies within the public media system.

APPENDIX F
Ready to Learn Research and Evaluation Studies
August 2018

Below are key findings from CPB-funded studies testing the effectiveness of Ready to Learn assets on the science, numeracy and literacy skills of young children from low-income families, as well as findings related to improved family involvement and understanding of their children's math learning and educators' increased math knowledge and confidence in using digital media in math instruction. These include early findings from three consecutive five-year Ready to Learn grant rounds: the 2015 – 2020 round that focused on science and literacy, the 2010-2015 round that includes impact and efficacy studies on early math content, and the 2005-2010 round's literacy findings.

READY TO LEARN – 2015 – 2020

Family Engagement (Science and Computer Coding) – Implementation Studies

Ready to Learn Research: PBS KIDS ScratchJr Family Creative Learning Workshop Implementation Study, (EDC/SRI, 2017)

- 80% of parents interviewed reported that their child learned technical skills such as sequencing and coding from the workshop
- 96% of parents said that the workshops led them to try new activities at home with their children
- 33% of parents reported that their child's interest in computer coding or programming increased after participating in the workshop

READY TO LEARN – 2010 – 2015

Children's Learning (Math) – Large Scale Studies

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

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

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

- Mathematics knowledge increased significantly for children in the PBS KIDS treatment group from both low-income and higher-income families, with test scores of children from low-income families approaching the pre-test scores of children from higher-income families.
- PBS KIDS children showed statistically significant increases in their overall mathematics knowledge.
- The number of PBS KIDS children who could correctly recognize basic and advanced shapes (such as circles, triangles, and pentagons) increased.
- PBS KIDS Parents' awareness of their children's mathematics learning increased, as did their use of activities and strategies to support their children's learning. Parents were also motivated to set aside time each day to do math activities with their children.

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

- Low-income children in the treatment group exhibited higher math skills on the Supplement Based Assessment (SBA) than children in the comparison group. The effect is the equivalent of moving a child from the 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)

Children's Learning (Math) – Content Studies

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

- Children who watched PEG + CAT episodes and played PEG + CAT games with minimal adult intervention over a five-week time period experienced gains with identifying 3-D objects, greatly improving on identifying a specific concept (i.e. a cylinder).
- More than half of the participants' parents reported that interacting with PEG + CAT materials positively influenced their children's behavior at home. This included improved vocabulary, counting, talking about shapes, patterns and colors.

ODD SQUAD Small Content Study (WestEd, 2015)

- Children who participated in the Odd Squad study exhibited significant increases in their overall knowledge of mathematics in the domains of Number and Operations and Algebraic Thinking, with significant gains in the sub-categories of skip counting, pattern recognition, and simple addition and subtraction.
- Teachers reported that Odd Squad content supported learning in the mathematics topics of skip counting, patterns, fact families, addition and subtraction.
- Over 80 percent of parents in the study used Odd Squad home intervention activities and many reported learning new strategies to support their children's mathematics learning.

Learning Math with Curious George: PBS KIDS Transmedia and Digital Learning Games in the Preschool Classroom (WestEd, 2014)

- Children with lower pre-test scores who independently interacted with *Curious George* content at hands-on learning stations in their preschool classroom and watched *Curious George* videos at home gained on skills relating to numbering; whereas children with higher pre-test scores improved on number comparison and informal concepts.
- The self-directed use of the *Curious George* games led to increased collaborative learning and discussion around math within the classroom.
- Children developed social emotional skills such as listening, respecting others and sharing.
- Teachers' knowledge of each student's learning and mathematical development increased.

Parent Engagement[25] and Teacher Professional Development

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

- Participating in the Virtual Pre-K (VPK) Math program increased parents' awareness of their child's math learning and how they could support this learning:
    - 98 percent of parents reported that the VPK Math packets and workshops helped them better understand the math their children were learning in preschool.
    - 97 percent of parents reported that the VPK Math packets and workshops helped them gain more confidence about what they can do to help their children learn math.
    - Parents used technology with their children for educational purposes more often.
    - Parents' involvement with their children's schools increased, as did their engagement with their children's educational activities at home.
- Participating preschool teachers' attitudes toward teaching math and integrating technology into instruction improved.

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

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

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

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

[25] Most of the children's math studies included a parent engagement component, as noted in previous sections.

READY TO LEARN – 2005 - 2010

Summative Evaluation (Literacy)

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

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

Super WHY! (Literacy)

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

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

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

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

Super WHY! Summer Reading Camp (Literacy)

Super Why Summer Camp Assessment Findings (Phillips, 2008)

- Across both younger and older age groups, scores on six different literacy tasks demonstrated evidence of reliable growth from pretest to post-test. For example, *Super WHY!* viewers' pre-test to post-test gain on tasks that measured phonological and phonemic awareness averaged 29 percent compared with an average gain of 13 percent for children in the control group .

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

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

Martha Speaks (Literacy)

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

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

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

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

The Electric Company (Literacy)

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

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

PBS Kids Island (Literacy)

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

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

Appendix G- State Profiles

Public Broadcasting in

ALABAMA FY 2019

Employment & Earnings	Public Broadcasting Employees in State	132
	Total Wages	$7,854,871
	Average Annual Salary	$59,394
Public TV Stations	Alabama Public Television (Birmingham)	$2,065,930
	WBIQ (Birmingham)	
	WCIQ (Mount Cheaha)	
	WDIQ (Dozier)	
	WEIQ (Mobile)	
	WFIQ (Florence)	
	WGIQ (Louisville)	
	WHIQ (Huntsville)	
	WIIQ (Demopolis)	
Public Radio Stations	Alabama Public Radio	$155,953
	WUAL-FM/91.5 (Tuscaloosa)	
	WQPR-FM/88.7 (Muscle Shoals)	
	WAPR-FM/88.3 (Selma)	
	WVAS-FM (Montgomery)	$129,402
	WJAB-FM (Normal)	$147,604
	WTSU-FM (Troy)	$106,916
	WBHM-FM (Birmingham)	$175,310
	WLRH-FM (Huntsville)	$108,167
FY2019 Alabama Statewide Total		$2,887,282

Public Broadcasting in

ALASKA FY 2019

Employment & Earnings	Public Broadcasting Employees in State	211
	Total Wages	$12,959,823
	Average Annual Salary	$61,348
Public TV Stations	KAKM-TV (Anchorage)	$940,772
	KTOO-TV (Juneau)	$1,213,274

	KUAC-TV (Fairbanks)	$853,611
	KYUK-TV (Bethel)	$784,650
Public Radio Stations	KBBI-AM (Homer)	$120,475
	KBRW-AM (Barrow)	$202,983
	KCAW-FM (Sitka)	$146,736
	KNBA-FM (Anchorage)	$349,754
	KCHU-AM (Valdez)	$111,648
	KCUK-FM (Chevak)	$185,464
	KDLG-AM (Dillingham)	$186,452
	KDLL-FM (Homer)	$95,956
	KFSK-FM (Petersburg)	$121,027
	KHNS-FM (Haines)	$117,933
	KUCB-FM (Unalaska)	$185,464
	KIYU-AM (Galena)	$185,464
	KMXT-FM (Kodiak)	$119,776
	KNSA-AM (Unalakleet)	$185,464
	KOTZ-AM (Kotzebue)	$199,777
	KRBD-FM (Ketchikan)	$123,668
	KSDP-AM (Sand Point)	$185,464
	KSKA-FM (Anchorage)	$235,390
	KSKO-AM (McGrath)	$185,464
	KSTK-FM (Wrangell)	$139,225
	KTNA-FM (Talkeetna	$123,643
	KTOO-FM (Juneau)	$418.898
	KUAC-FM (Fairbanks	$202,232
	KUHB-FM (St. Paul Island)	$185,464
	KYUK-AM (Bethel)	$177,216
	KZPA-AM (Fort Yukon)	$185,464
	KRFF-FM (Fairbanks)	$143,933
FY2019 Alaska Statewide Total		$8,612,741

Public Broadcasting in

American Samoa — FY 2019

Employment & Earnings	Public Broadcasting Employees	50
	Total Wages	$999,000
	Average Annual Salary	$19,980
Public	KVZK-TV (Pago Pago)	$657,664

TV Stations		
FY2019 American Samoa Total		**$657,664**

Public Broadcasting in

ARIZONA — FY 2019

Employment & Earnings	Public Broadcasting Employees in State	295
	Total Wages	$18,559,860
	Average Annual Salary	$62,915
Public TV Stations	KAET-TV/Channel 8 (Phoenix)	$3,105,335
	KUAT-TV/Arizona Public Media (Tucson)	$1,302,531
Public Radio Stations	KNAU-FM (Flagstaff)	$244,385
	KUYI-FM (Kykotsmovi)	$143,933
	KOHN-FM (Sells)	$234,728
	KBAQ-FM (Tempe)	$210,117
	KJZZ-FM (Tempe)	$579,771
	KGHR-FM (Tuba City)	$143,933
	KUAZ-FM (Tucson)	$287,330
	KXCI-FM (Tucson)	$88,819
	KAWC-AM (Yuma)	$152,001
	KNNB-FM (Whiteriver)	$143,933
	Native Public Media (Flagstaff)	$300,000
FY2019 Arizona Statewide Total		$6,936,816

Public Broadcasting in

ARKANSAS — FY 2019

Employment & Earnings	Public Broadcasting Employees in State	130
	Total Wages	$6,570,439
	Average Annual Salary	$50,639
Public TV Stations	AETN (Conway)	$2,126,204
	KAFT (Fayetteville)	
	KEMV (Mountain View)	
	KETG (Arkadelphia)	
	KETS (Little Rock)	

	KTEJ (Jonesboro)	
	KETZ (El Dorado)	
Public Radio Stations	KUAF-FM (Fayetteville)	$123,440
	KUAR-FM (Little Rock)	$112,756
	KASU-FM (State University)	$138,090
FY2019 Arkansas Statewide Total		$2,500,490

Public Broadcasting in

CALIFORNIA FY 2019

Employment & Earnings	Station Employees in State	1,210
	Annual Wages	$91,511
	Average Annual Salary	$110,727,727
Public TV Stations	KCET-TV (Burbank)	$5,660,371
	KEET-TV (Eureka)	$712,743
	KIXE-TV (Redding)	$751,567
	KLCS-TV (Los Angeles)	$733,041
	KPBS-TV (San Diego)	$2,321,862
	KQED-TV (San Francisco)	$4,708,145
	KRCB-TV (Rohnert Park)	$392,389
	KVCR-TV (San Bernardino)	$941,349
	KVIE-TV (Sacramento)	$1,828,232
	KVPT-TV (Fresno)	$1,023,266
Public Radio Stations	KHSU-FM (Arcata)	$170,243
	KCHO-FM (Chico)	$193,556
	KZFR-FM (Chico)	$78,713
	KSJV-FM (Fresno)	$216,540
	KVPR-FM (Fresno)	$151,768
	KIDE-FM (Hoopa)	$143,933
	KUFW-FM (Keene)	$182,466
	KKJZ-FM (Long Beach)	$103,841
	KUSC-FM (Los Angeles)	$833,175
	KVMR-FM (Nevada City)	$158,693
	KPCC-FM (Pasadena)	$1,693,096
	KZYX-FM (Philo)	$122,227
	KWMR-FM (Point Reyes Station)	$116,506
	KMUD-FM (Redway)	$120,701

	KRCB-FM (Rohnert Park)	$72,313
	KXJZ-FM (Sacramento)	$467,547
	KXPR-FM (Sacramento)	$250,380
	KPBS-FM (San Diego)	$496,076
	KSDS-FM (San Diego)	$136,004
	KALW-FM (San Francisco)	$192,400
	KQED-FM (San Francisco)	$2,176,388
	KCBX-FM (San Luis Obispo)	$166,574
	KCSM-FM (San Mateo)	$160,704
	KCRW-FM (Santa Monica)	$1,362,818
	KAZU-FM (Seaside)	$168,253
	KCLU-FM (Thousand Oaks)	$148,206
	KXRN (Laguna Beach)	$72,313
Other		
	American Film Institute (Los Angeles)	$150,000
	NALIP (Los Angeles)	$25,000
	Ctr. for Asian American Media	$1,358,591
	ITVS (San Francisco)	$17,774,046
	Latino Public Broadcasting (Burbank)	$1,358,591
	Shoe Ink, LLC (Irvine)	$3,457,670
	National Hispanic Media Coalition	$10,000
	RadioCamp, LLC (Walnut Creek)	$280,000
	The Barcid Foundation (Los Angeles)	$5,000
California FY2019 Statewide Total		**$53,646,897**

Public Broadcasting in

COLORADO FY 2019

Employment & Earnings	Public Broadcasting Employees in State	348
	Total Wages	$22,607,388
	Average Annual Salary	$64,964
Public TV Stations	KBDI-TV (Denver)	$550,697
	Rocky Mountain PBS	$1,721,254
	KRMA-TV (Denver)	
	KTSC-TV (Pueblo)	
	KRMJ-TV (Grand Junction)	
	KRMU-TV (Durango)	

	KRMZ-TV (Steamboat Springs)	
Public Radio Stations	KRZA-FM (Alamosa)	$155,866
	KAJX-FM (Aspen)	$164,619
	KGNU-FM (Boulder)	$101,587
	KDNK-FM (Carbondale)	$120,635
	KVOD-FM (Centennial)	$938,626
	KCME-FM (Colorado Springs)	$111,238
	KRCC-FM (Colorado Springs)	$157,350
	KSJD-FM (Cortez)	$184,479
	KBUT-FM (Crested Butte)	$121,056
	KUVO-FM (Denver)	$119,958
	KDUR-FM (Durango)	$115,874
	KRFC-FM (Fort Collins)	$72,313
	KAFM-FM (Grand Junction)	$72,313
	KUNC-FM (Greeley)	$255,177
	KSUT-FM (Ignacio)	$235,303
	KVNF-FM (Paonia)	$117,110
	KOTO-FM (Telluride)	$116,592
Other	NFCB, Inc. (Crawford)	$15,000
FY2019 Colorado Statewide Total		**$5,447,047**

Public Broadcasting in

CONNECTICUT FY 2019

Employment & Earnings	Public Broadcasting Employees in State	125
	Total Wages	$11,624,010
	Average Annual Salary	$93,366
Public TV Stations	Connecticut Public Broadcasting	$2,357,803
	WEDH (Hartford)	
	WEDW (Bridgeport)	
	WEDN (Norwich)	
	WEDY (New Haven)	
Public Radio Stations	Connecticut Public Radio	$404,492
	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)	$85,778
	WSHU-FM (Fairfield)	$307,346
	WHDD-FM (Sharon)	$131,625
FY2019 Connecticut Statewide Total		**$3,051,712**

Public Broadcasting in

Delaware FY 2019

Employment & Earnings	Public Broadcasting Employees in State	7
	Total Wages	$286,542
	Average Annual Salary	$44,083
Public Radio Stations	WDDE-FM (Dover)	$84,483
FY2019 Delaware Statewide Total		**$ 84,483**

Public Broadcasting in

Washington, DC FY 2019

Employment & Earnings	Station Employees in District	113
	Annual Wages	$10,695,470
	Average Annual Salary	$94,650
Public TV Stations	WHUT	$1,254,024
Public Radio Stations	WAMU	$1,201,540
	NPR	$1,673,426
Other Programs	Capital Concerts, Inc.	$1,675,000
	Civic Enterprises, LLC	$60,000
	Milton Coleman	$5,100
	National Hispanic Foundation for the Arts	$10,000
	Face to Face Strategies, Inc.	$50,280
	FrameWorks Institute	$5,000

FY2019 District of Columbia Total	**$5,934,370**

Public Broadcasting in

FLORIDA — FY 2019

Employment & Earnings	Public Broadcasting Employees in State	593
	Total Wages	$40,461,556
	Average Annual Salary	$68,290
Public TV Stations	WEFS-TV (Cocoa)	$429,122
	WEDU-TV (Tampa)	$1,541,100
	WFSU-TV (Tallahassee)	$1,805,424
	WGCU-TV (Ft. Myers)	$1,060,381
	WJCT-TV (Jacksonville)	$812,917
	WLRN-TV (Miami)	$635,054
	WPBT-TV (Miami)	$1,844,740
	WSRE-TV (Pensacola)	$926,693
	WUFT-TV (Gainesville)	$972,674
	WUCF-TV (Orlando)	$986,375
Public Radio Stations	WGCU-FM (Ft. Myers)	$191,504
	WQCS-FM (Fort Pierce)	$202,825
	WUFT-FM (Gainesville)	$223,266
	WJCT-FM (Jacksonville)	$170,319
	WFIT-FM (Melbourne)	$104,605
	WDNA-FM (Miami)	$147,768
	WLRN-FM (Miami)	$515,549
	WMFE-FM (Orlando)	$277,830
	WKGC-FM (Panama City)	$142,302
	WUWF-FM (Pensacola)	$146,971
	WFSU-FM (Tallahassee)	$323,139
	WMNF-FM (Tampa)	$140,427
	WUSF-FM (Tampa)	$513,755
	WUCF-FM (Orlando)	$94,240
Other	University of Central Florida Research Foundation, Inc. (Orlando)	$225,000
FY2019 Florida Statewide Total		**$14,433,980**

Public Broadcasting in

GEORGIA FY 2019

Employment & Earnings	Public Broadcasting Employees in State	266
	Total Wages	$20,813,754
	Average Annual Salary	$78,321
Public TV Stations	Georgia Public Broadcasting (Atlanta)	$3,248,581
	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)	$800,222
Public Radio Stations	WABE-FM (Atlanta)	$630,552
	WCLK-FM (Atlanta)	$213,617
	GPB Radio (Atlanta)	$572,124
	WJSP-FM 88.1 Warm Springs/Columbus	
	WMUM-FM 89.7 Cochran/Macon	
	WSVH FM 91.1 Savannah	
	WWIO-FM 88.9 Brunswick	
	WWIO AM 1190 St. Mary's	
	WUGA FM 91.7 Athens	
	WACG-FM 90.7 Augusta	
	WUNV FM 91.7 Albany	
	WWET FM 91.7 Valdosta	
	WUWG FM 90.7 Carrollton	
	WPPR FM 88.3 Demorest	
	WNGU FM 89.5 Dahlonega	
	WJWV FM 90.9 Fort Gaines	
	WGPB FM 97.7 Rome	
	WNGH-FM 98.9 Chatsworth	
	WABR FM 91.1 Tifton	
	WXVS FM 90.1 Waycross	
	WATY FM 91.3 Folkston	
	WBTB FM 90.3 Young Harris	
FY2019 Georgia Statewide Total		**$5,465,096**

Public Broadcasting in

Guam FY 2019

Employment & Earnings	Public Broadcasting Employees	20
	Total Wages	$985,245
	Average Annual Salary	$49,262
Public TV Stations	KGTF-TV (Barrigada)	$611,478
Public Radio Stations	KPRG-FM (Mangilao)	$138,469
FY2019	**Guam Total**	**$749,947**

Public Broadcasting in

HAWAII FY 2019

Employment & Earnings	Public Broadcasting Employees in State	68
	Total Wages	$5,153,338
	Average Annual Salary	$75,784
Public TV Stations	PBS Hawaii (Honolulu)	$1,426,029
Public Radio Stations	Hawaii Public Radio	$340,278
	Honolulu (KHPR & KIPO)	
	Wailuku (KKUA)	
	Hilo (KANO)	
	KKCR-FM (Princeville)	$72,313
Other	Pacific Islanders in Communications (Honolulu)	$1,358,591
FY2019 Hawaii Statewide Total		**$3,197,251**

Public Broadcasting in

IDAHO — FY 2019

Employment & Earnings	Public Broadcasting Employees in State	142
	Total Wages	$7,754,275
	Average Annual Salary	$54,512
Public TV Stations	Idaho Public Television (Boise)	$1,566,742
	KAID-TV (Boise)	
	KCDT-TV (Coeur d'Alene)	
	KIPT-TV (Twin Falls)	
	KISU-TV (Pocatello)	
	KUID-TV (Moscow)	
Public Radio Stations	KBSU-FM (Boise)	$180,696
	KBSW-FM (Boise)	$252,935
	KISU-FM (Pocatello)	$115,743
	KIYE-FM (Lapwai)	$143,933
FY2019 Idaho Statewide Total		**$2,260,049**

Public Broadcasting in

ILLINOIS — FY 2019

Employment & Earnings	Public Broadcasting Employees in State	527
	Total Wages	$37,639,127
	Average Annual Salary	$71,421
Public TV Stations	WSIU-TV (Carbondale)	$3,817,029
	WEIU-TV (Charleston)	$645,638
	WTTW-TV (Chicago)	$3,711,679
	WQPT-TV (Moline)	$701,514
	WTVP-TV (Peoria)	$750,374
	WILL-TV (Urbana)	$996,924
Public Radio Stations	WSIU-FM (Carbondale)	$219,134
	WBEZ-FM (Chicago)	$1,318,158
	WNIJ-FM (DeKalb)	$220,735
	WDCB-FM (Glen Ellyn)	$154,252
	WIUM-FM (Macomb)	$174,968

	WGLT-FM (Normal)	$137,424
	WCBU-FM (Peoria)	$108,114
	WGVV-FM (Rock Island)	$108,469
	WVIK-FM (Rock Island)	$163,071
	WILL-FM (Urbana)	$345,806
	WUIS-FM (Springfield)	$229,947
FY2019 Illinois Statewide Total		**$13,803,236**

Public Broadcasting in

INDIANA FY 2019

Employment & Earnings	Public Broadcasting Employees in State	389
	Total Wages	$21,959,565
	Average Annual Salary	$56,415
Public TV Stations	WTIU-TV (Bloomington)	$1,128,911
	WNIT-TV (South Bend)	$834,492
	WNIN-TV (Evansville)	$687,199
	WFWA-TV (Fort Wayne)	$800,188
	WFYI-TV (Indianapolis)	$1,436,041
	WYIN-TV (Merrillville)	$458,157
	WIPB-TV (Muncie)	$968,106
	WVUT-TV (Vincennes)	$727,628
Public Radio Stations	WFHB-FM (Bloomington)	$72,313
	WFIU-FM (Bloomington)	$209,784
	WVPE-FM (Elkhart)	$129,984
	WNIN-FM (Evansville)	$115,032
	WBNI-FM (Fort Wayne)	$136,870
	WFYI-FM (Indianapolis)	$396,646
	WBST-FM (Muncie)	$128,832
	WVUB-FM (Vincennes)	$128,188
	WBAA-FM (West Lafayette)	$128,075
	WLPR-FM (Merrillville)	$72,313
FY2019 Indiana Statewide Total		**$8,558,759**

Public Broadcasting in

IOWA — FY 2019

Employment & Earnings	Public Broadcasting Employees in State	180
	Total Wages	$12,074,099
	Average Annual Salary	$67,078
Public TV Stations	Iowa Public Television (Johnston)	$2,938,138
	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)	
Public Radio Stations	WOI-FM (Ames)	$253,638
	KUNI-FM (Cedar Falls)	$202,285
	KCCK-FM (Cedar Rapids)	$108,157
	KIWR-FM (Council Bluffs)	$102,356
	KALA-FM (Davenport)	$72,31
	KSUI-FM (Iowa City)	$193,135
	KWIT-FM (Sioux City)	$141,007
	KBBG-FM (Waterloo)	$108,469
FY2019 Iowa Statewide Total		**$4,119,498**

Public Broadcasting in

KANSAS — FY 2019

Employment & Earnings	Public Broadcasting Employees in State	134
	Total Wages	$7,285,396
	Average Annual Salary	$54,572
Public TV Stations	KTWU-TV (Topeka)	$824,727
	KOOD-TV (Bunker Hill)	$784,901
	KPTS-TV (Wichita)	$844,400

Public Radio Stations	Kansas Public Radio	$266,857
	KANU-FM (Lawrence)	
	KANV-FM (Junction City)	
	KANH-FM (Emporia)	
	KHCC-FM (Hutchinson)	$202,065
	KRPS-FM (Pittsburg)	$126,625
	KMUW-FM (Wichita)	$203,637
	KANZ-FM (Garden City)	$163,623
FY2019 Kansas Statewide Total		**$3,416,835**

Public Broadcasting in

KENTUCKY FY 2019

Employment & Earnings	Public Broadcasting Employees in State	299
	Total Wages	$16,959,736
	Average Annual Salary	$56,722
Public TV Stations	Kentucky Educational Television (Lexington)	$3,694,108
	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)	$795,534
Public Radio Stations	WFPK Louisville Public Media (Louisville)	$305,262
	WKYU-FM (Bowling Green)	$200,925
	WUKY-FM (Lexington)	$117,193
	WMKY-FM (Morehead)	$128,406

	WKMS-FM (Murray)	$179,370
	WEKU-FM (Richmond)	$193,825
	WMMT-FM (Whitesburg)	$100,564
FY2019 Kentucky Statewide Total		**$5,715,187**

Public Broadcasting in

LOUISIANA FY 2019

Employment & Earnings	Public Broadcasting Employees in State	171
	Total Wages	$9,929,387
	Average Annual Salary	$58,067
Public TV Stations	Louisiana Public Broadcasting (Baton Rouge)	$2,028,783
	WLPB-TV (Baton Rouge)	
	KLTM-TV (Monroe)	
	KLTS-TV (Shreveport)	
	KLPB-TV (Lafayette)	
	KLTL-TV (Lake Charles)	
	KLPA-TV (Alexandria)	
	WLAE-TV (Metairie)	$529,990
	WYES-TV (Metairie)	$654,301
Public Radio Stations	WBRH-FM (Baton Rouge)	$72,313
	WWOZ-FM (New Orleans)	$296,665
	KSLU-FM (Hammond)	$72,313
	KRVS-FM (Lafayette)	$135,325
	KEDM-FM (Monroe)	$120,520
	WWNO-FM (New Orleans)	$168,622
	KDAQ-FM (Shreveport)	$155,134
	WRKF-FM (Baton Rouge)	$111,181
FY2019 Louisiana Statewide Total		**$4,345,137**

Public Broadcasting in

MAINE FY 2019

Employment & Earnings	Station Employees in State	98
	Annual Wages	$7,208,302
	Average Annual Salary	$73,742

Public TV Stations	Maine Public Broadcasting (Lewiston)	$1,169,958
	WCBB-TV (Augusta)	
	WMEB-TV (Orono)	
	WMEM-TV (Presque Isle)	
	WMED-TV (Calais)	
	WMEA-TV (Biddeford)	
Public Radio Stations	Maine Public Broadcasting (Lewiston)	$690,152
	WMEA/90.1 (Portland)	
	WMEP 90.5 (Camden)	
	WMEW/91.3 (Waterville)	
	WMEH/90.9 (Bangor)	
	WMED/89.7 (Calais)	
	WMEM/106.1 (Presque Isle)	
	WMEF/106.5 (Fort Kent)	
	WMPG-FM (Portland)	$72,313
	WERU-FM (East Orland)	$120,534
FY2019 Maine Statewide Total		**$1,948,912**

Public Broadcasting in

MARYLAND FY 2019

Employment & Earnings	Station Employees in State	230
	Annual Wages	$16,654,887
	Average Annual Salary	$72,570
Public TV Stations	Maryland Public Television (Owings Mills)	$3,310,970
	WMPB-TV (Baltimore)	
	WMPT-TV (Annapolis)	
	WCPB-TV (Salisbury)	
	WWPB-TV (Hagerstown)	
	WGPT-TV (Oakland)	
	WFPT-TV (Frederick)	
Public Radio Stations	WBJC-FM (Baltimore)	$146,453
	WEAA-FM (Baltimore)	$217,078
	WESM-FM (Princess Anne)	$172,818
	WSCL-FM (Salisbury)	$108,250
	WTMD-FM (Towson)	$182,621

	WYPR-FM (Baltimore)	$317,207
Other		
	Schaffer, Janice (Bethesda)	$87,109
	Eastern Region Public Media (Kensington)	$32,000
	Public Media Business Association (Rockville)	$25,000
	Meintel, Sgrignoli and Wallace, LLC (Waldorf)	$54,156
FY 2019 Maryland Statewide Total		**$4,653,662**

Public Broadcasting in

MASSACHUSETTS FY 2019

Employment & Earnings	Station Employees in State	1073
	Total Wages	$146,448,412
	Average Annual Salary	$136,549
Public TV Stations	WGBH (Boston)	$16,290,423
	WGBY-TV (Springfield)	
	WBGH-TV (Boston)	
	WGBX-TV (Boston)	
Public Radio Stations	WFCR-FM (Springfield)	$317,758
	WBUR-FM (Boston)	$1,825,949
	WICN-FM (Worcester)	$72,313
	WOMR-FM (Provincetown)	$72,313
	WUMB-FM (Boston)	$145,784
	WGBH-FM (Boston)	$943,329
	WMVY-FM (Vineyard Haven)	$122,206
	WERS-FM (Boston)	$133,878
Other		
	Puritan Films LLC (Cambridge)	$250,000
FY2019 Massachusetts Statewide Total		**$20,173,953**

Public Broadcasting in

MINNESOTA FY 2019

Employment & Earnings	Station Employees in State	994
	Annual Wages	$84,901,277
	Average Annual Salary	$85,435
Public TV Stations	KSMQ-TV (Austin)	$722,687
	KWCM-TV (Appleton)	$881,140
	KAWE (Bemidji)	$826,872
	Twin Cities Public Television (KTCA) (St. Paul)	$4,042,751
	WDSE-TV (Duluth)	$874,532
Public Radio Stations	KAXE-FM (Grand Rapids)	$146,279
	WSCD-FM (St. Paul)	$294,809
	KKWE-FM (Callaway)	$186,249
	KOJB-FM (Cass Lake)	$163,279
	WTIP-FM (Grand Marais)	$126,686
	KBEM-FM (Minneapolis)	$114,610
	KBPR-FM (St. Paul)	$171,192
	KCCM-FM (St. Paul)	$209,215
	KFAI-FM (Minneapolis)	$85,935
	KLSE-FM (St. Paul)	$354,269
	KSJN-FM (St. Paul)	$3,523,046
	KSJR-FM (St. Paul)	$219,400
	KSRQ-FM (Thief River Falls)	$95,956
	KUMD-FM (Duluth)	$145,673
	KVSC-FM (St. Cloud)	$88,963
	KBFT-FM (Nett lake)	$173,618
	KMOJ-FM (Minneapolis)	$145,853
Other	Greater Public (Minneapolis)	$548,000
	Sandweiss & Associates, LLC (Minneapolis)	$49,860
FY2019 Minnesota Statewide Total		**$14,190,874**

Public Broadcasting in

MISSISSIPPI FY 2019

Employment & Earnings	Station Employees in State	124
	Annual Wages	$6,441,001
	Average Annual Salary	$52,048
Public TV Stations	Mississippi Public Broadcasting (Jackson)	$1,621,427
	WMPN-TV (Jackson)	
	WMAH-TV (Biloxi)	
	WMAE-TV (Booneville)	
	WMAU-TV (Bude)	
	WMAO-TV (Greenwood)	
	WMAW-TV (Meridian)	
	WMAB-TV (Starkville)	
	WMAV-TV (Oxford)	
Public Radio Stations	WPRL-FM (Lorman)	$163,446
	WURC-FM (Holly Springs)	$171,861
	WJSU-FM (Jackson)	$121,145
	MPB Radio (Jackson)	$211,065
	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)	
FY2019 Mississippi Statewide Total		**$2,288,944**

Public Broadcasting in

MISSOURI FY 2019

Employment & Earnings	Station Employees in State	332
	Annual Wages	$21,144,779
	Average Annual Salary	$63,785
Public	KCPT-TV (Kansas City)	$1,280,855

TV Stations	KETC-TV/Nine Network (St. Louis)	$1,449,951
	KMOS-TV (Warrensburg)	$880,862
	KOZK-TV (Springfield)	$809,408
Public Radio Stations	KRCU-FM (Cape Girardeau)	$132,756
	KXCV-FM (Maryville)	$152,043
	KDHX-FM (St. Louis)	$112,303
	KSMU-FM (Springfield)	$119,399
	KCUR-FM (Kansas City)	$2,340,714
	KJLU-FM (Jefferson City)	$199,058
	KWMU-FM (St. Louis)	$570,873
	KOPN-FM (Columbia)	$72,313
	KBIA-FM (Columbia)	$180,471
	KTBG (Kansas City)	$90,725
FY2019 Missouri Statewide Total		**$8,391,731**

Public Broadcasting in

MONTANA FY 2019

Employment & Earnings	Station Employees in State	80
	Annual Wages	$4,052,293
	Average Annual Salary	$50,972
Public TV Stations	Montana PBS	$1,315,563
	KUSM-TV (Bozeman)	
	KUFM-TV (Missoula)	
	KBGS-TV (Billings)	
	KUGF-TV (Great Falls)	
Public Radio Stations	KEMC-FM (Billings)	$194,397
	KGLT-FM (Bozeman)	$116,900
	KGVA-FM (Harlem)	$143,933
	Montana Public Radio	$249,893
	KUFM-FM (Missoula)	
	KUKL-FM (Kalispell)	
	KAPC-FM (Butte)	
	KUHM-FM (Helena)	
	KUFN-FM (Hamilton)	
FY2019 Montana Statewide Total		**$2,020,686**

Public Broadcasting in

NEBRASKA FY 2019

Employment & Earnings	Station Employees in State	190
	Annual Wages	$11,276,278
	Average Annual Salary	$59,349
Public TV Stations	Nebraska Educational Television (Lincoln)	$1,782,064
	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)	$1,437,240
Public Radio Stations	KZUM-FM (Lincoln)	$72,313
	KVNO-FM (Omaha)	$104,292
	KIOS-FM (Omaha)	$124,424
	NET Radio (Lincoln)	$218,908
	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)	
Other	Vision Maker Media (Lincoln)	$1,358,591
FY2019 Nebraska Statewide Total		**$5,097,832**

Public Broadcasting in

NEVADA FY 2019

Employment	Station Employees in State	198

& Earnings	Annual Wages	$13,314,028
	Average Annual Salary	$67,158
Public TV Stations	KLVX Vegas PBS (Las Vegas)	$1,574,621
	KNPB-TV (Reno)	$1,109,468
Public Radio Stations	KCEP-FM (Las Vegas)	$86,074
	KUNR-FM (Reno)	$195,993
	KNPR-FM (Las Vegas)	$468,850
FY2019 Nevada Statewide Total		**$3,435,006**

Public Broadcasting in

NEW HAMPSHIRE FY 2019

Employment & Earnings	Station Employees in State	85
	Annual Wages	$5,550,038
	Average Annual Salary	$65,103
Public TV Stations	New Hampshire Public Television (Durham)	$997,283
	WENH-TV (Durham)	
	WEKW-TV (Keene)	
	WLED-TV (Littleton)	
Public Radio Stations	New Hampshire Public Radio (Concord)	$725,324
	WEVS-FM (Nashua)	
	WEVO-FM (Concord)	
	WEVN-FM (Keene)	
	WEVO-FM (Littleton)	
	WEVH-FM (Hanover)	
	WEVO-FM (Plymouth)	
	WEVJ-FM (Jackson)	
	WEVO-FM (Portsmout)	
	WEVO-FM (Dover)	
	WEVC-FM (Colebrook)	
	WEVC-FM (Gorham)	
FY2019 New Hampshire Statewide Total		**$1,722,607**

Public Broadcasting in

NEW JERSEY FY 2019

Employment & Earnings	Station Employees in State	101
	Annual Wages	$8,257,948
	Average Annual Salary	$82,169
Public TV Stations	New Jersey Public Television (Trenton)	$1,408,556
	WNJT Trenton	
	WNJS Camden	
	WNJN Montclair	
	WNJB New Brunswick	
Public Radio Stations	WBGO-FM (Newark)	$437,829
	WBJB-FM (Lincroft)	$91,934
	WFMU-FM (Jersey City)	$134,158
	WWFM-FM (West Windsor)	$115,355
FY2019 New Jersey Statewide Total		**$2,187,832**

Public Broadcasting in

NEW MEXICO FY 2019

Employment & Earnings	Station Employees in State	169
	Annual Wages	$8,416,355
	Average Annual Salary	$49,949
Public TV Stations	KENW-TV (Portales)	$852,887
	KNME-TV (Albuquerque)	$1,487,539
	KRWG-TV (Las Cruces)	$712,986
Public Radio Stations	KABR-AM (Alamo)	$143,933
	KANW-FM (Albuquerque)	$182,676
	KGLP-FM (Gallup)	$143,933
	KRWG-FM (Las Cruces)	$213,861
	KSFR-FM (Santa Fe)	$129,331
	KENW-FM (Portales)	$116,436
	KSHI-FM (Zuni)	$143,933
	KUNM-FM (Albuquerque)	$239,332
	KCIE-FM (Dulce)	$175,757
	KSJE-FM (Farmington)	$143,933

	KTDB-FM (Pine Hill)	$148,323
FY2019 New Mexico Statewide Total		**$4,834,860**

Public Broadcasting in

NEW YORK — FY 2019

Employment & Earnings	Station Employees in State	1,306
	Annual Wages	$125,231,240
	Average Annual Salary	$95,908
Public TV Stations	WMHT-TV (Troy)	$1,233,710
	WPBS-TV (Watertown)	$828,169
	WSKG-TV (Vestal)	$847,205
	WNED-TV (Buffalo)	$1,414,268
	WNET-TV (New York)	$14,534,530
	WCFE-TV (Plattsburgh)	$771,244
	WXXI-TV (Rochester)	$1,852,038
	WCNY-TV (Syracuse)	$1,166,472
	WNYE-TV (New York)	$2,283,354
Public Radio Stations	WAMC-FM (Albany)	$414,695
	WSKG-FM (Vestal)	$220,167
	WFUV-FM (Bronx)	$414,078
	WNED-FM (Buffalo)	$209,734
	WSLU-FM (Canton)	$267,342
	WEOS-FM (Geneva)	$72,313
	WRFA-FM (Jamestown)	$72,313
	WJFF-FM (Jeffersonville)	$95,956
	WNYC-FM (New York)	$3,291,083
	WRVO-FM (Oswego)	$170,423
	WXXI-FM (Rochester)	$255,738
	WPPB-FM (Southampton)	$72,313
	WCNY-FM (Syracuse)	$87,352
	WMHT-FM (Troy)	$136,843
	WAER-FM (Syracuse)	$142,329
Other	Black Public Media (New York)	$1,358,591
	Thirteen Productions (New York)	$833,056
	StoryCorps (Brooklyn)	$1,800,000
	Education Development Center, Inc.	$4,480,769
	Digital Diaspora Family Reunion, LLC	$200,000

	Sesame Workshop (New York)	$298,714
	Unladylike Productions, LLC (Brooklyn)	$525,000
	Firelight Media, Inc. (New York)	$500,000
	National Academy of Television Arts & Sciences	$5,000
FY2019 New York Statewide Total		**$40,854,799**

Public Broadcasting in

NORTH CAROLINA FY 2019

Employment & Earnings	Station Employees in State	333
	Annual Wages	$21,634,522
	Average Annual Salary	$64,969
Public TV Stations	WTVI-TV (Charlotte)	$891,837
	UNC-TV (Research Triangle Park)	$3,629,129
	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)	
Public Radio Stations	WCQS-FM (Asheville)	$210,714
	WSNC-FM (Winston-Salem)	$108,469
	North Carolina Public Radio	$1,431,815
	WUNC-FM (Chapel Hill)	
	WRQM-FM (Rocky Mount)	
	WUND-FM (Manteo)	
	WFAE-FM (Charlotte)	$353,490
	WDAV-FM (Davidson)	$192,097
	WNCU-FM (Durham)	$101,351
	WRVS-FM (Elizabeth City)	$155,332
	WTEB-FM (New Bern)	$125,974
	WNCW-FM (Spindale)	$135,851
	WHQR-FM (Wilmington)	$166,169
	WFDD-FM (Winston-Salem)	$225,237
FY2019 North Carolina Statewide Total		**$7,727,465**

Public Broadcasting in

NORTH DAKOTA FY 2019

Employment	Station Employees in State	104
& Earnings	Annual Wages	$6,042,376
	Average Annual Salary	$58,380
Public	Prairie Public Broadcasting (Fargo)	$1,334,419
TV Stations	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)	
Public	KEYA-FM (Belcourt)	$161,709
Radio Stations	KABU-FM (St. Michaels)	$161,755
	KMHA-FM (New Town)	$331,265
	Prairie Public Radio (Fargo)	$170,065
	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)	
FY2019 North Dakota Statewide Total		**$2,159,213**

Public Broadcasting in

OHIO FY 2019

Employment	Station Employees in State	530
& Earnings	Annual Wages	$36,336,605
	Average Annual Salary	$68,592

Public	WOUB-TV (Athens)	$1,084,623
TV Stations	WBGU-TV (Bowling Green)	$826,695
	WCET-TV (Cincinnati)	$1,045,515
	Ideastream/WVIZ-TV (Cleveland)	$2,070,580
	WOSU-TV (Columbus)	$1,156,093
	WPTD-TV (Dayton)	$1,062,162
	WNEO-TV (Kent)	$932,243
	WGTE-TV (Toledo)	$816,274
Public	WAPS-FM (Akron)	$98,985
Radio Stations	WOUB-FM (Athens)	$190,994
	WGUC-FM (Cincinnati)	$414,132
	WCPN-FM (Cleveland)	$403,639
	WCBE-FM (Columbus)	$126,811
	WDPR-FM (Dayton)	$99,103
	WKSU-FM (Kent)	$338,954
	WGTE-FM (Toledo)	$112,999
	WCSU-FM (Wilberforce)	$129,627
	WYSU-FM (Youngstown)	$126,447
	WOSU-FM (Columbus)	$343,900
FY 2019 Ohio Statewide Total		**$11,374,776**

Public Broadcasting in

OKLAHOMA FY 2019

Employment	Station Employees in State	123
& Earnings	Annual Wages	$6,177,374
	Average Annual Salary	$50,428
Public	KRSU-TV (Claremore)	$675,879
TV Stations	Oklahoma Educational Television Authority (OC)	$1,736,543
	KETA-TV (Oklahoma City)	
	KOED-TV (Tulsa)	
	KOET-TV (Eufaula)	
	KWET-TV (Cheyenne)	
Public	KUCO-FM (Edmond)	$95,259
Radio Stations	KCCU-FM (Lawton)	$133,892
	KGOU-FM (Norman)	$151,286
	KOSU-FM (Stillwater)	$150,297

	KWGS-FM (Tulsa)	$145,084
Other		
	Tulsa Community Foundation (Tulsa)	$200,000
FY2019 Oklahoma Statewide Total		**$3,298,240**

Public Broadcasting in

OREGON FY 2019

Employment & Earnings	Station Employees in State	282
	Annual Wages	$30,981,224
	Average Annual Salary	$110,058
Public TV Stations	KSYS-TV (Medford)	$750,644
	Oregon Public Broadcasting (Portland)	$2,415,763
	KOPB-TV (Portland)	
	KOAC-TV (Corvallis)	
	KEPB-TV (Eugene)	
	KOAB-TV (Bend)	
	KTVR-TV (La Grande)	
Public Radio Stations	KSOR-FM (Ashland)	$279,127
	KMUN-FM (Astoria)	$112,555
	KBOO (Portland)	$106,631
	KNCA-FM (Ashland)	$135,714
	KRVM-FM (Eugene)	$127,546
	KCUW-FM (Pendleton)	$143,933
	KLCC-FM (Eugene)	$250,401
	KWAX-FM (Eugene)	$95,956
	KQAC (Portland)	$227,881
	KWSO (Warm Springs)	$159,911
	OPB Radio (Portland)	$957,079
	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)	
Other	Navex Global, Inc. (Lake Oswego)	$154,472
FY2019 Oregon Statewide Total		**$5,917,613**

Public Broadcasting in

PENNSYLVANIA FY 2019

Employment & Earnings	Station Employees in State	619
	Annual Wages	$49,519,791
	Average Annual Salary	$80,064
Public TV Stations	WLVT-TV (Bethlehem)	$1,049,955
	WQLN-TV (Erie)	$763,541
	WITF-TV (Harrisburg)	$990,211
	WHYY-TV (Philadelphia)	$2,394,783
	WQED-TV (Pittsburgh)	$2,244,271
	WVIA-TV (Pittston)	$795,353
	WPSU-TV (University Park)	$1,402,897
Public Radio Stations	WHYY-FM (Philadelphia)	$644,972
	WDIY-FM (Bethlehem)	$99,415
	WQLN-FM (Erie)	$89,921
	WITF-FM (Harrisburg)	$180,177
	WLCH-FM (Lancaster)	$72,313
	WXPN-FM (Philadelphia)	$443,193
	WQED-FM (Pittsburgh)	$113,596
	WVIA-FM (Pittston)	$117,448
	WPSU-FM (University Park)	$149,039
	WRTI-FM (Philadelphia)	$265,841
	WYEP-FM (Pittsburgh)	$329,080
FY2019 Pennsylvania Statewide Total		**$12,146,006**

Public Broadcasting in

Puerto Rico FY2019

Employment & Earnings	Public Broadcasting Employees	208
	Total Wages	$11,901,304
	Average Annual Salary	$57,356
Public TV Stations	WMTJ-TV (Rio Piedras)	$946,499
	WIPR-TV (San Juan)	$1,169,620
Public Radio Stations	WIPR-FM (San Juan)	$189,529
	WRTU-FM (San Juan)	$191,617
FY2019 Puerto Rico Total		**$2,497,265**

Public Broadcasting in

RHODE ISLAND FY 2019

Employment & Earnings	Station Employees in State	46
	Annual Wages	$3,349,304
	Average Annual Salary	$72,811
Public TV Stations	Rhode Island PBS/WSBE (Providence)	$625,503
Public Radio Stations	WRNI (Providence) WRNI-AM (Providence) WRNI-FM (Narragansett)	$331,661
FY2019	**Rhode Island State Total**	**$957,164**

Public Broadcasting in

SOUTH CAROLINA FY 2019

Employment & Earnings	Station Employees in State	146
	Annual Wages	$9,081,986
	Average Annual Salary	$62,419

Public TV Stations	South Carolina Educational Television (Columbia)	$2,174,542
	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)	
Public Radio Stations	WSSB-FM (Orangeburg)	$154,057
	SCETV Radio	$168,677
	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)	
FY2019 South Carolina Statewide Total		**$2,497,276**

Public Broadcasting in

SOUTH DAKOTA FY 2019

Employment & Earnings	Station Employees in State	87
	Annual Wages	$4,411,263
	Average Annual Salary	$50,850
Public TV Stations	South Dakota Public Broadcasting	$1,482,040
	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)	
Public	South Dakota Public Broadcasting	$216,201
Radio Stations	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)	$143,933
	KLND-FM (McLaughlin)	$143,933
	KILI-FM (Porcupine)	$165,222
	KOYA-FM (Rosebud)	$143,933
Other		
	Public Radio News Directors, Inc. (Sturgis)	$20,000
FY2019 South Dakota Statewide Total		**$2,315,262**

Public Broadcasting in

TENNESSEE FY 2019

Employment	Station Employees in State	213
& Earnings	Annual Wages	$12,145,598
	Average Annual Salary	$57,089
Public	WTCI-TV (Chattanooga)	$759,734
TV Stations	WCTE-TV (Cookeville)	$1,190,872
	WKNO-TV (Cordova)	$777,732
	WETP-TV (Knoxville)	$821,868
	WLJT-TV (Martin)	$762,020
	WNPT-TV (Nashville)	$1,091,088
Public	WDVX-FM (Knoxville)	$88,973
Radio Stations	WUTC-FM (Chattanooga)	$114,155
	WKNO-FM (Cordova)	$130,139

	WETS-FM (Johnson City)	$106,093
	WUOT-FM (Knoxville)	$161,907
	WPLN-FM (Nashville)	$326,957
FY2019 Tennessee Statewide Total		**$6,331,538**

Public Broadcasting in

TEXAS FY 2019

Employment & Earnings	Station Employees in State	614
	Annual Wages	$40,302,865
	Average Annual Salary	$65,693
Public TV Stations	KACV-TV (Amarillo)	$866,426
	KLRU-TV (Austin)	$2,003,311
	KAMU-TV (College Station)	$745,114
	KEDT-TV (Corpus Christi)	$730,027
	KERA-TV (Dallas)	$1,961,420
	KCOS-TV (El Paso)	$629,640
	KUHT-TV (Houston)	$1,459,759
	KTTZ-TV (Lubbock)	$771,522
	KPBT-TV (Midland)	$704,376
	KLRN -TV (San Antonio)	$909,436
Public Radio Stations	KACU-FM (Abilene)	$117,921
	KUT –FM (Austin)	$665,423
	KVLU-FM (Beaumont)	$84,633
	KAMU-FM (College Station)	$105,724
	KETR-FM (Commerce)	$130,783
	KEDT-FM (Corpus Christi)	$126,288
	KERA-FM (Dallas)	$761,118
	KTEP-FM (El Paso)	$144,699
	KUHF-FM (Houston)	$503,912
	KNCT-FM (Killeen)	$72,313
	KTTZ-FM (Lubbock)	$137,091
	KRTS-FM (Marfa)	$185,464
	KXWT-FM (Marfa)	$72,313
	KPVU-FM (Prairie View)	$108,469
	KPAC-FM (San Antonio)	$313,574
	KTXK-FM (Texarkana)	$95,956
	KWBU-FM (Waco)	$110,811

	KMFA-FM (Austin)	$199,689
	KTSU-FM (Houston)	$120,198
FY2019 Texas Statewide Total		**$**14,837,410

Public Broadcasting in

UTAH — FY 2019

Employment & Earnings	Station Employees in State	510
	Annual Wages	$40,211,089
	Average Annual Salary	$78,807
Public TV Stations	KUEN-TV (Salt Lake City**)**	$3,870,329
	KUED-TV (Salt Lake City)	$1,706,328
Public Radio Stations	KCPW-FM (Park City)	$162,708
	KUSU-FM (Logan)	$149,947
	KUER-FM (Salt Lake City)	$390,729
	KRCL-FM (Salt Lake City)	$109,062
FY2019 Utah Statewide Total		**$6,389,103**

Public Broadcasting in

VERMONT — FY 2019

Employment & Earnings	Station Employees in State	107
	Annual Wages	$7,110,373
	Average Annual Salary	$66,608
Public TV Stations	Vermont Public Television (Colchester)	$1,147,512
	WETK (Burlington)	
	WVER (Rutland)	
	WVTB (St. Johnsbury)	
	WVTA (Windsor)	
Public Radio Stations	WGDR-FM (Plainfield)	$72,313
	Vermont Public Radio	$716,739
	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)	
FY2019 Vermont Statewide Total		**$1,936,564**

Public Broadcasting in

Virgin Islands — FY2019

Employment & Earnings	Public Broadcasting Employees	30
	Total Wages	$1,909,235
	Average Annual Salary	$63,115
Public TV Stations	WTJF-TV (St. Thomas)	$968,159
FY2019 Virgin Islands Total		**$968,159**

Public Broadcasting in

VIRGINIA — FY 2019

Employment & Earnings	Station Employees in State	624
	Annual Wages	57,561,718
	Average Annual Salary	$92,320
Public TV Stations	WETA-TV (Arlington)	$12,698,072
	WHRO-TV (Norfolk)	$1,195,440
	Commonwealth Public Broadcasting	$1,549,049
	WCVE-TV (Richmond)	
	WHTJ-TV (Charlottesville)	
	WNVT-TV (Falls Church)	
	WBRA-TV (Roanoke)	$952,578
Public Radio Stations	WETA-FM (Arlington)	$319,264
	WTJU-FM (Charlottesville)	$85,885
	WMRA-FM (Harrisonburg)	$141,854

	WHRV-FM (Norfolk)	$343,171
	WCVE-FM (Richmond)	$209,182
	WVTF-FM (Roanoke)	$241,666
	WNRN-FM (Charlottesville)	$113,265
	WNSB-FM (Norfolk)	$108,469
Other (Producers, Consultants, Etc.)	Public Broadcasting Service (Arlington)	$44,478,188
	NEWSHOUR PRODUCTIONS LLC (Arlington)	$5,510,652
	Federal Engineering, Inc (Fairfax)	$140,558
	Blue Land Media, LLC (Arlington)	$100,000
	J6 Consultants, Inc. (Centreville)	$57,600
FY2019 Virginia Statewide Total		**$**68,244,893

Public Broadcasting in

WASHINGTON FY 2019

Employment & Earnings	Station Employees in State	477
	Annual Wages	$33,787,176
	Average Annual Salary	$70,870
Public TV Stations	KWSU-TV (Pullman)	$743,396
	KCTS-TV (Seattle)	$2,059,955
	KSPS-TV (Spokane)	$1,051,308
	KBTC-TV (Tacoma)	$901,657
Public Radio Stations	KSVR-FM (Mount Vernon)	$72,313
	KWSU-AM (Pullman)	$253,697
	KUOW-FM (Seattle)	$750,693
	KEXP-FM (Seattle)	$942,709
	KPBX-FM (Spokane)	$196,623
	KPLU-FM (Tacoma)	$210,040
	KING-FM (Seattle)	$233,209
	KDNA-FM (Granger)	$167,159
	KNHC-FM (Seattle)	$114,183
	KBCS-FM (Bellevue)	$114,259
FY2019 Washington Statewide Total		**$7,811,201**

Public Broadcasting in

WEST VIRGINIA FY 2019

Employment & Earnings	Station Employees in State	102
	Annual Wages	$4,634,910
	Average Annual Salary	$45,440
Public TV Stations	West Virginia Public Broadcasting	$1,132,301
	WPBY-TV (Huntington)	
	WSWP-TV (Beckley)	
	WNPB-TV (Morgantown)	
	WPWP (Beckley)	
Public Radio Stations	WVPB-FM (Charleston)	$257,265
	Allegheny Mountain Radio	$247,286
	WVMR-AM (Frost)	
	WVLS-FM (Dunmore)	
	WCHG-FM (Hot Springs, Virginia)	
	WVMR-FM (Dunmore)	
	WVPC-FM (Franklin)	
	WNMP-FM (Marlinton)	
FY2019 West Virginia Statewide Total		**$1,636,852**

Public Broadcasting in

WISCONSIN FY 2019

Employment & Earnings	Station Employees in State	422
	Annual Wages	$25,588,569
	Average Annual Salary	$60,636
Public TV Stations	Wisconsin Public Television	$3,332,063
	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	$1,897,140

Public Radio Stations	WOJB-FM (Hayward)	$143,933
	WORT-FM (Madison)	$106,918
	WUWM-FM (Milwaukee)	$278,061
	WYMS-FM (Milwaukee)	$194,395
	WXPR-FM (Rhinelander)	$125,516
	WLSU (Madison)	$146,161
	Wisconsin Public Radio	$1,229,455
	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)	
	WHSA FM 89.9 (Brule)	
	WHRM FM 90.9 (Wausau)	
FY2019 Wisconsin Statewide Total		**$7,453,642**

Public Broadcasting in

WYOMING FY 2019

Employment & Earnings	Station Employees in State	47
	Annual Wages	$2,541,969
	Average Annual Salary	$54,666
Public TV Stations	Wyoming PBS	$1,123,290
	KCWC (Riverton)	
	KWYP (Laramie)	
	KPTW (Casper)	
Public Radio Stations	Wyoming Public Radio	$319,902
	KBUW/90.5 (Buffalo)	
	KDUW/91.7 (Douglas)	

KSUW/91.3 (Sheridan)
KUWA/91.3 (Afton)
KUWC/91.3 (Casper)
KUWD/91.5 (Sundance)
KUWG/90.9 (Gillette)
KUWI/89.9 (Rawlins)
KUWJ/90.3 (Jackson)
KUWN/90.5 (Newcastle)
KUWP/90.1 (Powell)
KUWR/91.9 (Laramie)
KUWT/91.3 (Thermopolis)
KUWX/90.9 (Pinedale)
KUWZ/90.5 (Rock Springs)

FY2019 Wyoming Statewide Total	**$1,443,192**

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 2022, $465,000,000: *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.]

(INCLUDING CANCELLATIONS)

Of the amounts made available to the Corporation for Public Broadcasting (CPB) on October 1, 2020 by Public Law 115–245, $415,000,000 is hereby permanently cancelled: Provided, That section 396(k)(3) of the Communications Act of 1934 (47 U.S.C. 396(k)(3)) shall not apply to the remaining amounts made available to CPB for fiscal year 2021 by Public Law 115–245, or to the unobligated balances of the Fund established in section 396(k)(1)(A) of such Act (47 U.S.C. 396(k)(1)(A)).

Of the amounts which are made available to CPB on October 1, 2021 by Public Law 116–94, $437,000,000 is hereby permanently cancelled. (Departments of Labor, Health and Human Services, and Education, and Related Agencies Appropriations Act, 2020.)

Program and Financing (in millions of dollars)

Identification code 020-0151-0-1-503	2019 actual	2020 est.	2021 est.
Obligations by program activity:			
0001 General programming	465	445	30
0002 Interconnection	.....	20	.....
0900 Total new obligations, unexpired accounts (object class 41.0)	465	465	30
Budgetary resources:			
Budget authority:			
Appropriations, discretionary:			
1100 Appropriation	20	20	.....
Advance appropriations, discretionary:			
1170 Advance appropriation - General Programming	445	445	445
1174 Advance appropriations permanently reduced	.....	.....	–415
1180 Advanced appropriation, discretionary (total)	445	445	30
1900 Budget authority (total)	465	465	30
1930 Total budgetary resources available	465	465	30
Change in obligated balance:			
Unpaid obligations:			
3010 New obligations, unexpired accounts	465	465	30
3020 Outlays (gross)	–465	–465	–30
Budget authority and outlays, net:			
Discretionary:			
4000 Budget authority, gross	465	465	30
Outlays, gross:			
4010 Outlays from new discretionary authority	465	465	30
4180 Budget authority, net (total)	465	465	30
4190 Outlays, net (total)	465	465	30

The Budget proposes to eliminate funding for several independent agencies and other federal entities, including the Corporation for Public Broadcasting, as part of the Administration's plan to move the Nation towards fiscal responsibility and to redefine the proper role of the Federal Government. The Budget requests up to $58 million over two years to conduct an orderly closeout of Federal funding for the Corporation beginning with $30 million in 2021. The request includes funding for personnel, rental, and other necessary close-out costs.