Our Mission

CPB’s mission is to ensure universal access to non-commercial high-quality content and telecommunications services. CPB supports the local public television and radio stations across the country. These stations serve approximately 99 percent of the American population.

Inform, Educate, Enlighten, and Enrich

Public media strives to provide programs and services that inform, educate, enlighten, and enrich the public. CPB encourages the development of content that involves creative risk and that addresses the needs of unserved and underserved audiences, especially children and minorities.

Common Values

CPB-funded programs and services reflect our common values and cultural diversity, and address the needs of unserved and underserved audiences around the country in ways that are not possible with commercial media alone.

Funding

- CPB’s annual appropriation is $525 million for FY 2024. By statute, more than 70% of the appropriation goes directly to stations in the form of Community Service Grants.
- Public media is a public-private partnership. Stations leverage CPB funding an average of six times over to raise money from state and local governments, underwriters, foundations and individuals. Rural stations typically depend on CPB funding as a greater part of their budget.

CPB Quick Facts

- Percent of Americans who have access to public media: 99%
- CPB’s FY2024 Federal appropriation: $525 million
- Average cost per American for public broadcasting per year: $1.60
- Number of CPB funded public TV stations: 357; public radio stations: 1,207
- Number of CPB station grantees considered rural: 251
- Total number of people employed by public media stations: 18,695
- Percent of funding given to local stations: More than 70%
- Percent of funding spent on CPB operations: Less than 5%

For more information, go to cpb.org