



Corporation  
for Public  
Broadcasting

## Innovations in Public Media

Public media entities innovate to meet the demand for high-quality, accessible content by blending traditional and new media and by tapping the latest technology and trends. On the forefront in accessibility, content creation, and distribution, public media continues to educate, inspire, inform, and entertain.

### Educational Engagement

#### Teaching Resources from PBS LearningMedia

PBS provides direct access to thousands of free classroom-ready, curriculum-targeted digital resources for educators through LearningMedia. With more than 100,000 standards-aligned videos, images, interactives, lesson plans, and articles, this unique service is designed to improve teacher effectiveness and student achievement.

#### American Graduate

American Graduate is a long-term public media commitment to help communities implement solutions to the high school dropout crisis. Through both content and engagement, public media stations have raised awareness of the issue, increased local and national dialogue, and built community partnerships to develop sustainable efforts.

#### Serving High-Need Communities

Recognizing that not everyone can afford the technology required to access PBS KIDS educational apps, public media stations are using Ready To Learn funds to bring these devices to underserved communities. In addition, public media stations are creating free electronic field trips, providing historical, cultural, and scientific experiences to which students might not otherwise have access.

#### Kart Kingdom

In 2015, PBS KIDS launched *Kart Kingdom*, an immersive, customizable virtual world, putting them at the forefront of children's educational digital engagement. *Kart Kingdom* features curriculum-based games that help children ages 6-9 learn systems-thinking and collaboration skills. This is the only virtual world of its kind offered free of charge and without in-game purchases.

#### Promoting Outdoor Activity

Public media content such as *Nature Cat* and *Plum Landing* aims to instill an interest in the outdoors and use interstitials and games to encourage outdoor exploration. With apps like PBS KIDS Super Vision, public media enables parents to monitor and limit their child's screen time across all PBS KIDS apps.

### Content Creation & Distribution

#### Podcasting

Public radio has done more than any other medium to grow the use of podcasts, routinely producing eight of the top 10 podcasts. Further, public media has changed the way people discover and listen to podcasts.

The NPR One app suggests public radio stories and podcasts based on listening trends and provides users with targeted content. Content producers such as PRX, PRI and APM focus intently on featuring emerging and established talent, bringing listeners and new revenue streams to a diverse array of content and producers.

### **Local Journalism**

CPB is supporting the development of a network of local and regional news organizations that, in partnership with national producers, will strengthen public media's role as a trusted source of news and information for the American public. CPB's investment in 22 journalism collaboration projects includes 113 different public media stations in 40 states. The Association for Independents in Radio (AIR) launched Localore, a program that pairs stations with independent producers to increase local reporting that is relevant and potentially scalable.

### **Public Media Platform**

For the first time, digital content from all of the major public media networks can be accessed from one common source, the Public Media Platform (PMP). It brings together NPR, PBS, APM, PRI, and PRX in a joint effort to enable producers and stations to distribute their digital content across multiple platforms. Using a sophisticated Application Program Interface (API), the PMP fosters greater accessibility of high-quality content and collaborations across public media.

## **Accessibility Technologies**

### **Services for Americans with Disabilities**

Universal access is a core tenet of public broadcasting, and public media has long been a leader in serving those with disabilities. PBS was the first network to feature closed-captioned and descriptive video service for TV, and NPR pioneered accessible radio technology, creating live-captioned and braille radio programming.

### **Streaming Content**

Public media offers one of the most robust streaming suites in the industry at no cost to consumers. PBS offers HD and commercial-free content. PBS KIDS, the number one streaming website for children, was the first to offer its full library of content via streaming. NPR and PRX developed the first app to stream public radio on the iPhone—*The Public Radio Player*. NPR was also the first major news organization to release mobile apps with in-car capability.

### **Interconnection**

CPB established the first public broadcasting interconnection system, enabling national distributors, state and regional networks, individual stations, and producers to distribute programming to licensees in all 50 states and the territories. In 2016, public television is migrating to a primarily IP-based system to enhance content sharing and distribution capabilities nationwide.

### **Emergency Alert Services**

Public broadcasters play a vital role in times of emergency with networks designed to deliver geo-targeted alerts. PBS WARN allows cellular carriers to receive emergency alerts. Unique community solutions include areas classified as high-threat, such as Las Vegas, where Vegas PBS developed a datacasting service that can transmit live security video, blueprints, crisis plans, and data to the county police department.