

Summary

The Public Broadcasting Act requires CPB to support diverse non-commercial educational programming, particularly programming that serves the needs and interests of minorities, and to support unserved and underserved audiences, including those in rural communities. There are certain categories of stations whose core missions support these mandates, such as stations licensed to and serving Native American Tribes that reach underserved minority and rural audiences. Typically, such stations operate in challenging economic environments and/or face additional costs and operating burdens which justify additional financial support from CPB. For example, stations licensed to historically black educational institutions are particularly well-suited to serve minority audiences, but they have been historically under-funded by state and federal appropriations, and they often serve economically disadvantaged populations, which present exceptional fundraising challenges. Accordingly, it is appropriate for CPB's CSG formula to provide additional financial support to public radio stations that need additional resources to serve these targeted audiences, and by doing so to increase the overall economic, educational and social diversity of public radio.

Minority Audience Service Station Support

To qualify as a Minority Audience Service Station (MASS), a station must provide significant service to a minority group or groups through diverse programming that serves the needs and interests of minorities. Stations will be deemed qualified based on meeting at least one of the criteria below.

- 1) A measured minority audience composition (cume) greater than 35 percent averaged over the previous three consecutive measured quarters;ⁱ or
- 2) The station is licensed to a designated Historically Black College or Universityⁱⁱ; or
- 3) The station is licensed to Native American Tribeⁱⁱⁱ, a consortium of Tribes, or an entity controlled by a Tribe, or is licensed to a community within recognized Tribal Lands^{iv} and provides a coverage area of which a substantial portion includes Tribal Lands.

CPB will multiply the MASS-qualified station's base grants and NFFS by 1.5.* In addition, stations that meet the above criteria will have their Audience Service Criteria reduced by 50% and may use part time employees to meet the minimum employment requirement.

Rural Audience Service Station Support

A Rural Audience Service Station (RASS) provides service to communities that might not otherwise receive public radio service due to geographic and operational challenges and whose coverage area population (area-pop) contains less than 40 people per square kilometer.

CPB will multiply the RASS-qualified station's NFFS by 1.25. RASS qualified stations may also be eligible for the Rural Listener Access Incentive Fund (RLAIF).*

[*Please note: Any station that qualifies under both MASS and RASS criteria, will receive a 1.5 multiplier to its base grants and a 1.75 multiplier to its NFFS. In addition, such a qualified station would be entitled to receive all the other related benefits.]

ⁱ In markets where audience measurements (i.e., Arbitron) are not available or such measurements are based on a total cumulative audience of 5,000 or less, CPB will use the minority composition of the station's primary coverage area (area-popⁱ). Coverage area population is based upon coverage area using contours as determined by the FCC (60 dbu) and the most recent U.S. Census Bureau population data. Under these circumstances, a station can be recognized as a minority audience service station if its area-pop minority composition is greater than 50%.

ii As defined in the higher Education Act of 1965, as amended. (See 20 U.S.C. 1061.)

iii Any Indian or Alaska Native tribe, band, nation, pueblo, village or community which is acknowledged by the federal government through the Constitution of the United States, treaties, court decision and/or federal statute to constitute a government-to-government relationship with the United States and eligible for the programs and services established by the United States.

iv A "reservation" is defined as any federally recognized Indian tribe's reservation, pueblo, or colony, including former reservations in Oklahoma, Alaska Native regions established pursuant to the Alaska Native Claims Settlement Act (85 Stat. 688), and Indian allotments. "Near reservation" is defined as those areas or communities adjacent or contiguous to reservations which are designated by the Department of Interior's Commission of Indian Affairs upon recommendation of the local Bureau of Indian Affairs Superintendent, which recommendation shall be based upon consultation with the tribal governing body of those reservations, as locales appropriate for the extension of financial assistance and/or social services, on the basis of such general criteria as: Number of Indian people native to the reservation residing in the area; a written designation by the tribal governing body that members of their tribe and family members who are Indian residing in the area, are socially, culturally and economically affiliated with their tribe and reservation; geographical proximity of the area to the reservation, and administrative feasibility of providing an adequate level of services to the area. 47 C.F.R. 54.400 (e) Both Reservations and Near reservation lands. This definition includes American Indian Reservations and Trust Lands, Tribal Tribal Jurisdiction Statistical Areas, Tribal Designated Statistical Areas, Hawaiian Homelands, and Alaska Native Village Statistical Areas, as well as the communities situated on such lands. FCC 10-24