

MINUTES
TELEPHONIC PUBLIC SESSION
BOARD OF DIRECTORS
CORPORATION FOR PUBLIC BROADCASTING
WASHINGTON, D.C.
Wednesday, July 8, 2020

Call to Order

Chair Ramer called to order the public session of the Board of Directors at 2:08 pm Eastern Time. The following directors participated virtually:

Bruce M. Ramer, Chair;
Patty Cahill, Vice Chair;
Ruby Calvert;
Judith Davenport;
Miriam Hellreich;
Robert Mandell;
Laura G. Ross; and
Liz Sembler.

The following officers and staff were also in attendance:

Patricia Harrison, President and Chief Executive Officer;
Michael Levy, Executive Vice President and Chief Operating Officer;
Teresa Safon, Senior Vice President, Chief of Staff and Corporate Secretary;
West Smithers, Senior Vice President and General Counsel;
Bill Tayman, Chief Financial Officer and Treasurer;
Stephanie Aaronson, Senior Vice President, Engagement;
Anne Brachman, Senior Vice President, Government Affairs;
Ted Krichels, Senior Vice President, System Development and Media Strategy;
Kathy Merritt, Senior Vice President, Journalism and Radio;
Maja Mrkoci, Chief Content and Innovation Officer;
Deb Sanchez, Senior Vice President, Education and Children's Content Operations;
Kimberly Howell, Inspector General;
Deborah Carr, Vice President, Operations and Strategy;
Shana Teehan, Vice President, Communications;
Beth Walsh, Vice President, Media Strategy Operations;
Stephen Wolfe, Vice President, Information Technology; and
Sarah Kildall, Board Affairs Manager.

Sara Schapiro, Vice President of Education at PBS also participated virtually.

Adoption of Agenda and Determination of Closed Status

Chair Ramer called for a motion to adopt the meeting agenda and close the meeting for agenda items 9 through 14. Upon motion duly made and seconded, the agenda was adopted unanimously as presented.

Invitation to Disclose Conflicts of Interest

In accordance with the CPB Code of Ethics for Directors, Chair Ramer invited directors to disclose possible conflicts of interests regarding the meeting agenda. There were none.

Approval of Minutes

Chair Ramer called for a motion to approve the minutes of the public session of May 5, 2020. Upon motion duly made and seconded, the minutes were approved unanimously as presented.

Chair's and Directors' Remarks

Chair Ramer thanked Congress for its support of CPB's work and the commitment of everyone at CPB to carry forth its mission to educate, inform and inspire in the difficult circumstances of the pandemic. Public media's contributions to the national conversation will result in a stronger and more informed civil society.

Chair Ramer reported that Ted Krichels, CPB senior vice president of system development and media strategy, would be retiring at the end of July. On behalf of the Board, Chair Ramer thanked Mr. Krichels for his three decades of service in public media. Ms. Calvert also thanked Mr. Krichels and noted that he has been a system innovator and a model of public media collaboration and leadership.

Discussion of Remaining 2020 Board Meeting Dates

Chair Ramer referenced the resolution in the board meeting materials regarding the remaining 2020 board meeting dates and noted the uncertain situation regarding travel during the COVID-19 pandemic. Following discussion, it was decided that all meetings for the remainder of 2020 be held virtually. Upon motion duly made and seconded, the following meeting schedule was adopted. (*7 in favor, 1 opposed*):

<u>Date:</u>	<u>Location:</u>
Tuesday, October 13 – Wednesday, October 14 (annual meeting)	Virtual
Wednesday, December 2 – Thursday, December 3	Virtual

President's Report to the Board

Ms. Harrison thanked the Board for adapting and utilizing the various virtual meeting platforms, and thanked the Interconnection Committee, chaired by Ms. Cahill, for their thoughtful review and discussion of public television interconnection's stage 2. She expressed her thanks to Mr. Krichels for his leadership, and congratulated Jacquie Gales Webb on her promotion to the position of CPB's Vice President of Radio.

Ms. Harrison provided an update on CPB's activities from the last quarter. With the economic impact of COVID-19 and the murder of George Floyd and subsequent protests, CPB reaffirms its commitment to diversity beyond the legislative directive to serve underserved and unserved communities. The three D's – digital diversity and dialogue – help to guide CPB's support and application of resources to filmmakers, content, programs and initiatives that are relevant and serve all Americans.

Public media plays an important role in the long overdue national discussion and dialogue about racial injustice and its impact on generations of African Americans. Ms. Harrison reported on programming that PBS, NPR and local stations are airing and the conversations about race and inequality that they are convening. Examples include PBS NewsHour special, “Race Matters: America in Crisis,” PBS NewsHour Weekend’s, “American in Black and Blue,” and a series of programs that FRONTLINE will air over the next several months.

Ms. Harrison expressed CPB’s gratitude for the \$75 million provided to public media through Congress in the CARES Act. CPB management worked with the Board to quickly disburse these funds in an equitable process to stations and Congress commended CPB for the speedy disbursement. With the Board’s leadership, CPB has a \$175 million stabilization funding request pending before Congress that would provide much needed additional financial support to stations during this crisis.

Ms. Harrison reported that the House Labor-H Appropriations Subcommittee provided CPB with a two-year advance appropriation of \$515 million for FY 2023, \$20 million for interconnection and infrastructure, and \$30 million for Ready To Learn. The House Homeland Security Appropriations Subcommittee fully funded CPB’s first ever request for station infrastructure to improve public safety. The Subcommittee “recommends \$20 million for the next general warning system as part of the Emergency Alert System including up to three percent for Administration.” CPB is grateful to House appropriators for their unwavering support of public media. The House Appropriations Committee will hold markups of these two bills beginning next week. The Senate Appropriations Committee will begin consideration of appropriations bills later in July.

Ms. Harrison reported that station meetings and national events continue to be held virtually and she participated in the Memorial Day and Fourth of July events along with members of Congress. CPB has funded launch events for several content projects and Ms. Harrison would be giving remarks later in the week at the Major Market Group.

Ms. Harrison reported that CPB employees will be teleworking likely into the new year and a Request For Proposals has been issued to engage experts to help prepare the office for a safe return. Ms. Harrison concluded her remarks.

Ms. Hellreich commended Ms. Harrison and her team on the \$515 million advance appropriation. There were no further remarks or questions.

Update on Education

Ms. Sanchez reported on recent CPB-supported education projects including WNET’s Pomp Under the Circumstances: A Virtual Commencement for the Class of 2020. This program created and distributed by WNET featured documentary shorts that capture high school and college seniors’ reflections about graduation and their future in a COVID-19 environment.

Ms. Sanchez reported on the recently launched Joan Ganz Cooney Center project on youth media that was announced at the CPB Public Media Thought Leader Forum/NETA Conference in January 2020, “By / With / For Youth: Inspiring Next Gen Public Media Audiences” or “Next Gen Public Media” project for short. This project will inform CPB and public media on how young people use media today, where they go and why, what their preferences are and how they learn and share. It will also work to explore ways in which public media can be a platform for creating content “by, with, and for” youth to inspire a next

generation of public media audiences. Local stations, national public media organizations and advisors will take part in a series of discussions that will culminate in a white paper and recommendations later in the year. Ms. Sanchez will continue to update the Board on this work as it progresses.

Ms. Sanchez reported that today's presentation would focus on the CPB-supported PBS LearningMedia – a partnership of PBS and WGBH Educational Foundation. It is a free media on-demand service available to educators nationwide. The website contains public media content and resources that engage students in relevant PreK through grade 12 curriculum concepts and align to state and local standards. In a typical year, more than one million teachers visit PBS LearningMedia each month during the school year reaching an estimated 15 million students. Ms. Sanchez introduced Sara Schapiro, Vice President of Education at PBS to speak more about PBS LearningMedia.

Ms. Schapiro thanked the CPB Board and staff for their support. Ms. Schapiro reported on the increasingly prominent role of media and technology in the classroom. PBS LearningMedia is an important resource in both the classroom and now as students and teachers are learning at home.

Ms. Schapiro gave an overview of the LearningMedia platform and resources, and how it optimizes public media content for education by curating clips and offering interactives and lesson plans. With investments from CPB and stations across the country, LearningMedia has become one of the top education technology tools in the country, offering 30,000 resources to teachers and students.

Ms. Schapiro reported on the increased traffic over the last few months, with average usership almost quadrupling to 3.8 million users a month between March and June. In this at-home learning environment, LearningMedia is seeing more parents and students utilizing the resources. Lesson plans are customizable and able to be shared with students along with interactive lesson plans (which has seen a 500 percent increase in traffic).

Ms. Schapiro reported on LearningMedia's response to COVID-19. While this pandemic was unforeseen, the LearningMedia platform was already designed for distance learning. Now the focus is on keeping the continuity of classroom learning in the home. Given the various needs created by unanticipated school closures, inequitable access to technology and varying levels of media literacy among teachers and students, LearningMedia and station partners are working to meet educators and students where they need help the most. The response provided content pairing of television programming with LearningMedia resources and offline content; virtual support and training for educators in the form of webinars and blogs; resources for parents; and on-the-ground resources to support families in their communities.

PBS LearningMedia is preparing for the fall and providing those children who will still be out of school with resources for continued distance learning.

Chair Ramer invited questions from the Board. Ms. Hellreich asked how many stations are actively participating in at-home learning efforts across the country, especially those in communities with limited internet connection, and barriers to more stations participating. Ms. Schapiro reported that 60 stations are providing at-home learning in some capacity – a combination of broadcast and online resources – and a common barrier is bandwidth at the station and the inability to program locally. Each station has a PBS LearningMedia website and

those stations that have less capacity use the national site but those with more capacity can customize their website. Ms. Schapiro reported that stations can contact LearningMedia directly or go through their state departments of education or other national organizations to obtain its resources. Ms. Sembler asked Ms. Sanchez about continued work with the Council of Chief State School Officers (CCSSO). Ms. Sanchez reported that CPB is still in talks with CCSSO and their membership. The goal is to pair states' needs for fall learning with public media partners and create opportunities to work together. Amb. Mandell commended Mses. Schapiro and Sanchez on their work in this space. Ms. Calvert asked if there are any missing objects in the LearningMedia database that CPB could help provide. Ms. Schapiro reported that the total count of 30,000 objects in the database is down from the 100,000 the previous year. During a content audit each object was reviewed and only those resources that are the best were kept. One of the biggest areas of opportunity is with at-home learning as more students are signing in directly. Previously, educators mediated the content and assigned it to students but now students are the primary drivers of their experience. Ms. Ross inquired about LearningMedia's presence on the Hill. Ms. Schapiro reported that she had not personally gone to the Hill but PBS and CPB do a wonderful job amplifying these stories.

Chair Ramer thanked Mses. Sanchez and Schapiro for their reports.

Review and Approval of CPB's Proposed FY 2021 Operating Budget

Mr. Tayman reported on CPB's proposed FY 2021 Operating Budget, which includes the base appropriation of \$445 million signed into law by the President in FY 2018 and projected interest income of \$500,000. The base appropriation reflects the tenth consecutive year that CPB's advance appropriation has been approved at this level.

Mr. Tayman noted that the estimated interest income amount is \$3.5 million less than that of FY 2020. The decline in interest income is a direct result of the Federal Reserve cutting its target rate range to 0.00 - 0.25 percent and remaining there through FY 2021. This is now the fourth time that CPB has budgeted interest income at \$500,000.

Mr. Tayman reviewed the statutory breakdown of CPB funds and concluded his report.

Resolution Approving FY 2021 Operating Budget

Chair Ramer called for a motion to approve the resolution in the materials regarding the FY 2021 operating budget. Upon motion duly made and seconded, the resolution was approved unanimously.

Discussion of Goals and Objectives

Chair Ramer referenced the suggested changes to CPB's Goals and Objectives circulated via email earlier in the week and discussion of the proposed changes ensued.

Resolution Approving CPB's Goals and Objectives

Chair Ramer called for a motion to approve the Goals and Objectives as revised. Upon motion duly made and seconded, the resolution was approved unanimously.

Future Agenda Items

Chair Ramer suggested that the Audit and Finance Committee review CPB's interest income and investment policy and discuss possible changes.

Executive Session

At 3:43 pm Eastern Time, Chair Ramer closed the meeting for an executive session.

*[The minutes for these discussions are contained in the
executive session record of July 8, 2020.]*

Public Session

Public session resumed at 4:18 pm Eastern Time.

**Resolution: Authorization to Submit CPB's Annual Budget Request to OMB for CPB's
FY 2024 General Appropriation and FY 2022 Interconnection Appropriation**

Chair Ramer called for a motion to approve the resolution as presented. Upon motion duly made and seconded, the resolution was approved unanimously.

Adjournment

Chair Ramer called for a motion to adjourn. Upon motion duly made and seconded, the meeting adjourned at 4:22 pm Eastern Time.