

PUBLIC SERVICE MEDIA

Partners in Public Safety, Education and Civic Leadership

The federal investment in America's public television stations makes it possible for us to **provide essential public safety, education and civic leadership services to your constituents at the community level in partnerships with government agencies, schools and other institutions.**

We are the **most trusted media institution in the country, across the ideological spectrum.** And while we are proud of the educational television programming Americans have loved for half a century, **there's much more to our work than what you see on your screen.**

More than 70 percent of the annual federal funding for the Corporation for Public Broadcasting (CPB) goes directly to local stations and enables us to serve everyone, everywhere, every day, for free. With this foundational support, we:

- Provide **lifesaving public safety communications capabilities** for missions ranging from early earthquake warning to school safety responses to emergency communications from the President of the United States.
- Enhance the education of millions of K-12 students with **teacher-ready, interactive digital learning tools aligned with State standards.**
- For the **52% of kids that don't attend preschool**, public television provides **free universally accessible, proven educational content and services.**
- **Provide community-based trusted information** on local public affairs, history and culture and serve as the "C-SPAN" of many State governments.

FY 2025 Funding Requests

- **\$595 million for CPB in FY 2027**
- **\$60 million for Interconnection**
- **\$31 million for Ready To Learn**
- **\$56 million for Public Safety Infrastructure**

"It is a marvel, with extraordinary talent and vision. Our ETV team showcases, protects, educates and inspires our people."

**— Governor Henry McMaster (R-SC)
speaking about SCETV**

In rural areas where public media stations are often the only local media available, federal funding can represent OVER 50% of the stations' budgets.

FUNDING REQUEST

CORPORATION FOR PUBLIC BROADCASTING

FY 2023 Funded: \$535 Million for FY 2025
FY 2025 Request: \$595 Million for FY 2027

For over 50 years, public broadcasting has operated as one of the most successful public-private partnerships.

For decades, the American public has overwhelmingly identified funding for public television as one of the best investments the federal government makes.

This trust is rooted in the deep ties that local stations have in their communities. Each local public television station is **independently licensed** to serve its community with locally produced programming and essential local services.

The more funding grows for public media, the more services we can provide the American people, including:

- **Partnering with more local and State public safety officials** to help save lives and property.
- **Educating more people of all ages**, from the youngest toddler to the lifelong learner, and helping bridge the digital divide for students without adequate internet access.
- **Providing more civic leadership resources** to help more citizens understand and participate in our civil society.

As technology expands rapidly and Americans consume media on a wide variety of platforms, our content creation and technology costs are growing exponentially. Increased funding is needed to ensure we can meet the community where they are -- providing the highest quality content and services on all platforms at all times.



**NO SUBSTITUTE FOR
FEDERAL FUNDING**



The Government Accountability Office has found there is no substitute for federal funding to ensure universal service for public television.

FUNDING REQUEST

INTERCONNECTION

FY 2023 Funded: \$60 Million

FY 2025 Request: \$60 Million

The public television interconnection system connects local stations in all 50 States and U.S. territories to PBS, State and regional public television networks and other producers.

The interconnection system is essential for the distribution of national alert and warning communications, television programming and related educational materials.

This funding also supports essential systemwide digital infrastructure, including cybersecurity, content delivery networks and data management, among others. Level funding of \$60 million in FY 2025 is needed to efficiently address growing needs in these areas.

READY TO LEARN

FY 2023 Funded: \$31 Million

FY 2025 Request: \$31 Million

Ready To Learn uses the power of public television's on-air, online, mobile and on-the-ground educational content and engagement to build science, math and literacy skills of children ages two to eight, especially those from low-income families.

Ready To Learn leverages a national-local partnership among CPB, PBS and local public television stations that helps teachers and caregivers make the most of these media resources locally -- including online, mobile apps, on television, and in schools, preschools, homeschools, Head Start and other daycare centers, libraries, mobile learning labs, Boys and Girls Clubs, and community centers.

Funding of \$31 million is needed in FY 2025 to enhance the impact of Ready To Learn created content and local station outreach.



PUBLIC SAFETY INFRASTRUCTURE

FY 2023 Funded: \$56 Million

FY 2025 Request: \$56 Million

Public broadcasting requests \$56 million for the Next Generation Warning System within the U.S. Department of Homeland Security's FEMA. This competitive grant program enhances public broadcasting stations' ability to provide alert and warning (including Presidential communications in national emergencies) and interoperable communications, and to incorporate emerging technology in those lifesaving activities.

Public broadcasting has long been a committed partner with the public safety community. That work depends on reliable and resilient public broadcasting infrastructure, which this program supports.

PUBLIC SAFETY

Public broadcasters are dedicated public safety partners at the local, State and federal level. Stations have committed a portion of their broadcast spectrum and infrastructure to assist in the nation's alert and warning, public safety communications and homeland security.

DATACASTING

- America's Public Television Stations have partnered with the U.S. Department of Homeland Security to offer local first responders **datacasting services that use the broadcast spectrum to help first responders send critical information** and video to each other during times of crisis.
- Through these datacasting partnerships, public television stations use their infrastructure and broadcast spectrum to **securely transmit essential encrypted information to responders in the field in real-time without capacity constraints** common in traditional mobile or broadband delivery.
- The Department of Homeland Security's Science and Technology Directorate has conducted pilots throughout the country that demonstrate the effectiveness of public television datacasting in a range of use cases:



Flood Warning and Response



Interoperability



Over Water Communications



Large Event Crowd Control



Faster Earthquake Warnings



School Safety



Rural Search and Rescue



Enhanced 911 Responsiveness



"Today's demonstration showed that datacasting does in fact provide the quality and quantity that first responders need for faster response resulting in saving more lives in critical incidents."

Shane L. Rekeweg
Sheriff
Adams County, Indiana

Describing DHS exercise that demonstrated the benefits of datacasting to respond to active shooter incidents in rural schools.



Public television, through PBS WARN, has **partnered with the Federal Emergency Management Agency (FEMA) to participate in the Wireless Emergency Alert (WEA) system** that enables cell subscribers to receive geo-targeted text messages in the event of an emergency -- reaching them wherever they are in times of crisis.

This same digital infrastructure provides the backbone for emergency alert, public safety, first responder and homeland security services in many States and communities.

EDUCATION

Public television stations are educational institutions committed to lifelong learning for all. This work goes well beyond the television, tablet or phone screen.



52%

of 3-4 year olds DID NOT attend preschool in 2021

but nearly

97%

of Americans have access to Ready To Learn content through public television

EARLY EDUCATION: THE HALLMARK OF PUBLIC TELEVISION

For over 50 years, educational programming for young children, the hallmark of public television, has **helped multiple generations get ready to learn in school and succeed in life.**

This free, universally available content has been **proven to close the opportunity gap** between children from low-income families and their more affluent peers.

For the past 20+ years, much of this content has been developed through the **U.S. Department of Education's Ready To Learn Program.**

- Ready To Learn leverages the strength of public television's local-national partnerships and uses the power of public television's on-air, online, mobile and on-the-ground educational content and engagement to build science, math and literacy skills of children between the ages of two and eight, especially those from low-income families.

UNPARALLELED ONLINE RESOURCES

PBS LearningMedia provides free access to **tens of thousands of State standards-aligned digital learning objects** -- including videos, interactive lesson plans and more -- for use in K-12 classrooms and at home.

- **PBS LearningMedia is used by approximately 1.5 million educators, students and homeschoolers a month.**
- **Students score 10% higher on achievement scores** than the average student when PBS LearningMedia resources were integrated into existing curriculums.

"I use PBS Digital Learning and KET in my lessons every day... We can break the chains of poverty, and I think KET is the first step in doing that."

**Ashley Judd, Educator
Jackson County, Kentucky**



LEADERS IN JOB TRAINING

Public television **operates the largest nonprofit GED program in the country.**

Additionally, public television stations are **leaders in workforce development**, creating hundreds of online instructor-led certification courses to train and retrain hundreds of thousands of adults for the jobs available in their markets.

The American Graduate Initiative, a collaboration between CPB and local stations, is **helping to address the skills gap** between the skills employers are looking for and the training and experience workers have.

CIVIC LEADERSHIP

Public television regards its viewers as citizens rather than consumers. As some of the last locally controlled and operated media, public television stations are deeply committed to localism and rooted in community partnerships.



C-SPAN OF THE STATES

Local public television stations serve as the "C-SPAN" of many State governments, **providing access to the State legislative process, Governors' messages, court proceedings and more.**

MORE LOCAL COVERAGE

Public television provides:

- More **community public affairs programming.**
- More **local history and culture.**
- More **candidate debates at every level** of the election ballot.
- More **specialized agricultural news.**
- More **community partnerships** to deal with issues of concern like veterans' affairs and the opioid crisis.
- **More civic information of all kinds** than any other service in the media universe.



CELEBRATING AMERICA'S HEARTLAND

The **local focus of our stations and the universal service made possible by federal funding** ensure that the **stories of America's heartland are told, celebrated and preserved.**

No one else besides public television is broadcasting high school sports championships and news about agriculture, producing original programming about local history and culture, or bringing partners together to address community issues.

#1 
IN PUBLIC TRUST

For the 21st year in a row, public television is America's most trusted institution

87% 

Of Americans agree PBS stations provide an excellent value to communities

\$1.60 

Approximate annual cost of public media per person